

Editorial

Discounters Don't Tarnish Maker's Image

By ROBERT Z. CHEW

Is Sony's reputation diminished if its color TV sets are sold in a Lechmere?

Is Gloria Vanderbilt less if her derriere-hugging jeans are racked in K mart?

Is Royal Doulton or Lenox china second-rate if it's found in Caldor?

I think not, and I don't believe shoppers think so either.

What most Americans feel when they buy those goods at discount stores is glad. Glad they've been prudent enough to purchase the very best merchandise for the very lowest prices, the hallmark of the discount store operator.

Of course Sony, Gloria, Royal Doulton and Lenox would rather have the frills and full markups supporting their quality products. Who wouldn't?

But, business is not that simple. The shopper is who ultimately decides where and what will be sold.

But, as it seems to happen more and more, free enterprise and the so-called laissez-faire-minded Reagan Administration are bumping heads on those issues.

Bumping heads, indeed.

In a closed door powwow with William Baxter, the



man spearheading the Justice Department's move toward encouraging resale price maintenance, discounters like K mart and Target recently tried to explain the negative effects of promoting such a policy (see p. 1).

What ultimately came of that meeting is difficult to say. What is clear is that Baxter and his antitrust people, as well as the entire Reagan Administration, look at retailing as a secondary market.

Reagan's proposals to help business don't really help the retail business at all; in fact, with the shift in resale price maintenance policies, retailers, particularly discount retailers, are finding doing business with Washington tougher than ever.

The housing industry isn't doing so well talking with the White House, either.

What is troublesome is that manufacturers are coming out of nowhere to advocate the Justice Department's new resale price maintenance policies that leave discounters high and dry in selling many name-brand products.

Lenox China is just one example of a supplier jumping into the fray.

Using the language of the Justice Department's antitrust division that calls discounters "free-riders," Lenox has turned paranoid and has charged Caldor, Best Products, Service Merchandise and other unauthorized dealers, including specialty shops, with sullying its name and image and injuring

sales.

A buyer at department store Sage-Allen was cited in the Lenox charge to the Federal Trade Commission as saying that she's heard mothers tell bride-to-be daughters not to register for Lenox because it can be found at Caldor, a chain without image, they claim.

But wait a minute. In the same affidavits to the FTC Lenox says that Macy's, Gimbels, Gertz and others are discounting Lenox products by as much as 30%, possibly more than the catalog showrooms and discounters cited.

Image is the key battle here.

Is the problem really with the image of the stores Lenox china is sold in or is the gloss off Lenox china?

I don't think a truly high-quality product loses its appeal by where it's sold.

A Sony 19-in. color television is the same superb set in Caldor as it is at a specialized Sony dealer.

People who shop at the specialty dealer know they're paying extra for the service and that's why they buy there.

Shoppers who buy at discount stores don't get the same service or selection, but they get price.

It's not up to the retailer to build the foundation for a product's image.

If a manufacturer is banking on that he's got a lot more problems to worry about than discount stores.

Washington Beat

Enterprise-Zone Creation Is By No Means Definite

By JOHN S. FRIEDMAN

WASHINGTON—Before discounters and other retailers plan to take advantage of President Reagan's new "enterprise zones," they should wait until Congressional smoke has cleared.

Despite the hoopla of Reagan signing the proposal before assorted VIP's in the Rose Garden, Washington lobbyists seriously doubt the measure in its present form will pass Congress this election year.

In his message to Congress, Reagan said the purpose of the plan "is to create a productive, free-market environment in economically depressed areas by reducing taxes, regulations and other Government burdens on economic activity."

Similar to a proposal introduced in the House by Robert Garcia, Democrat of New York City, and Jack Kemp, Republican of upstate New York, it calls for a series of tax rollbacks, which would remove 75% or more of corporate income taxes for businesses that qualify, and eliminate all capital gains taxes.

In addition, the plan calls for "free trade zones" that would give tariff and import duty relief to business.

To encourage hiring of the poor, Reagan's proposal calls for a 50% tax credit on wages paid to disadvantaged

employees for a three-year period, and tax credits of 40%, 30%, 20% and 10% over the next four years.

Up to 25 zones a year would be selected, costing the Federal Government an average of \$12.5 million each.

The key questions deciding the success of the plan—which most retailers support—is to what extent the White House will push it and to what extent it will be watered down by Congress.

Included in Reagan's proposals was the availability of Industrial Development Bonds (IDB's). Although the White House wants to restrict use of the bonds, retailers wanted them included as a way of helping to open new stores in economically depressed areas.

In his message, Reagan said that IDB's would be available, "even if the availability of such bonds is terminated elsewhere."

Before discounters start making plans to open new stores in economically depressed sections, it's advisable to wait and see what, if anything, is finally signed into law.

Already some unions have announced plans to oppose the bill. For example, Gerald McEntee, president of the American Federation of State, County, and Municipal Employees, called the plan "an excuse for the creation of company towns" and an assault on public services and public employees.

If labor lines up against the bill, its passage this year is highly unlikely.



NMRI President's Corner

Strongest Program Ever Promised For Convention

By RICHARD I. HERSH

It seems hard to believe, but in only a few weeks the National Mass Retailing Institute will be holding its 1982 convention.

This year the convention will be held in San Diego, and preliminary head counts indicate that this may be the largest convention ever held.

With 225 exhibit booths in our merchandising show, it certainly promises to be the most varied one at an NMRI convention.

With the assistance and guidance of our convention committee, headed by Arlie Lazarus of Jamesway, I honestly believe that this convention has the strongest program ever put together for NMRI attendees.

Our guest speakers alone are worth the price of admission, with ABC-TV commentator Ted Koppel opening up the proceedings on Saturday night and world-renowned economist Milton Friedman beginning our first general session on Sunday afternoon.

All the way through our program, up to and including Diahann Carroll as our featured entertainer at the Tuesday night banquet, the speakers' roster is equally impressive.

General sessions this year will include the "Role of Marketing in Discounting in the Future" with speakers

from T.G. & Y., Procter & Gamble and Yankelovich, Skelly & White.

An "Update on Discount Store Advertising" handled by Stu Horton and Bob Chew of *Discount Store News* will highlight our second general session. Our third general session on Tuesday morning will feature Louis Tice of the Pacific Institute on "Customer Perception."

Our concurrent sessions this year will include "Merchandise Replenishment," "Vendor/Retailer Marketing Opportunities," highlighting couponing and rebates, "Increasing Sales Per Square Foot," "Payroll Productivity," "Review & Expansion of GMROI," "Management Travel & Entertaining Costs" and "Off-Price Branded Apparel."

Naturally, the convention is not only business. Our sports program and other functions promise to offer just the right mix of business and social activities.

Our Monday night party, co-hosted by the Newell Companies this year, will take the entire convention for a picnic at Sea World.

The spouses' program will include a trip to the world-famous San Diego Zoo and a program on "Stress Management."

Each year the convention has grown not only in size, but also in quality of programming. We offer all our attendees the promise of an informative yet pleasant business atmosphere where you can once again take away from NMRI that "One Good Idea."



Discount Store News

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

STUART J. HORTON Publication Director
ROBERT Z. CHEW Editor

Iris Rosenberg Managing Editor
Robert N. Strauss Executive Editor
Arthur Markowitz Senior Editor
Marilyn Neerman Senior Editor
Frank Cavaliere Field Editor
Betty J. Taylor Field Editor
Linda Mansfield Desk Editor
Julie McFadden Editorial Assistant

FRED J. FILER National Sales Manager
Jim Heath Western Adv. Manager
Nancy Dubuar Production Manager
Andrew DeSarle Classified Advertising Manager

WASHINGTON BUREAU
Kenneth Rankin, Mgr.
John S. Friedman

WEST COAST BUREAU
Susan Warner, Mgr.
Lou Karney
James Storey
Brad Altman

DSN Board of Advisors

Carl Bennett Pres., Caldor
Manfred Brecker Pres., Nichols
C. Clayton Burkstrand Pres., Pamida
Ray Darnall Pres., Heck's
Harold Frank Pres., Bradlees
David Godfrey VP, GMM, Harts
Peter Hayes GMM, Hills
Richard Hersh Pres., NMRI
Marshall Hess Pres., Fishers Big Wheel
Murray Klein Pres., Aid Auto Stores
Arlie Lazarus Pres., Jamesway
Norman Matthews Pres., Gold Circle
Sid Rubin Pres., Circus World
Edward Solomon Pres., Hartford-Zodys
Ray Zimmerman Pres., Service Merchandise

Published by
LEBHAR-FRIEDMAN INC.
425 Park Ave., New York, N.Y. 10022
212-371-9400
Cable Address: LEHAFRIED

Publisher of Discount Store News, Nation's Restaurant News, National Home Center News, Drug Store News, Chain Store Age Executive (with Shopping Center Age), Chain Store Age General Merchandise Edition, Chain Store Age Supermarkets. Affiliates: Business Guides Inc. (Directories); Lehar-Friedman Books; Inside Retailing (Newsletter); Chain Store Age News, Japan; Largo Music Inc.

Arnold D. Friedman
Founder (1900-1981)

J. Roger Friedman President
Richard D. Groberg VP/Group Pub. Director
C. Reese Musgrave VP/Sales
Michael A. Chamberlin VP/Human Resources
Walter J. Schrutek Jr. VP/Editorial
James Granato VP/Finance
Barry Braverman VP/Publication Services
Joseph J. Perrone VP/Circulation
Jay Forbes Group Executive
Stan Kaufman Production Director
Sheppard F. Raskind Research Director

REGIONAL OFFICES

NEW ENGLAND, 1 Gateway Center, Newton, Mass. 02158
Robert T. Perry, VP/District Manager 617-527-6394
MIDWEST, 444 N. Michigan Ave. Chicago, Ill. 60611
James deGraffenreid, VP/District Manager 312-644-8688
WEST, 606 N. Larchmont Blvd. Los Angeles, Calif. 90004
John Donoghue, District Manager 213-464-8321
FAR EAST, Diamond-Friedman Ltd.
Chain Store Age News Japan
1-4-2 Kasumigaseki, Chiyoda-Ku Tokyo, Japan 504-6750

Subscriptions

Having a problem with your subscription? Send us full details, including the mailing label from the last copy you received, along with your telephone number. We'll do everything possible to solve the problem at once. Write to Circulation Fulfillment Director, Discount Store News, 99 Park Ave., New York, N.Y. 10016.

Permissions

Materials in this publication may not be reproduced in any form without written permission. Requests for permission should be directed to Walter Schrutek, VP/Editorial, Lehar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022.

8th Annual

Product Movement Audit

The eighth Annual Product Movement Audit is a comprehensive review of the best-selling products and merchandising trends of 1981.

The audit information was supplied by wholesalers around the country with a general enough distribution to make the data typical and with a broad enough geographical base to be meaningful.

For the first time, we have included a Product Movement Audit for the consumer

electronics category. This listing reflects the growing consumer demand for video game cartridges and related equipment that has been taking discounters' departments by storm.

The CE audit, like those in housewares, hardware, sporting goods, automotive, health and beauty aids and electric housewares, which appear on the following pages, can be used as a guide for pinpointing and maintaining the fast-moving items that

comprise the bulk of discounters' business.

With the cost of money still hovering near record-high levels, and store sizes continuing to shrink, the pressure is greater than ever for discounters to get inventories producing at optimum turn to maximize return on investment.

The Product Movement Audit is a detailed catalog of fast-turning merchandise against which any discount chain's assortment can be checked.

CE



Top Sellers

1. Atr CX2600 Vd Cpr Sys: 34,831 units/\$4,748,510.20
2. Atr CX2649 Atds Ctrg: 32,717 units/\$781,609.13
3. Shp 73/19F72 19-in. Cl TV: 1,935 units/\$560,763.00

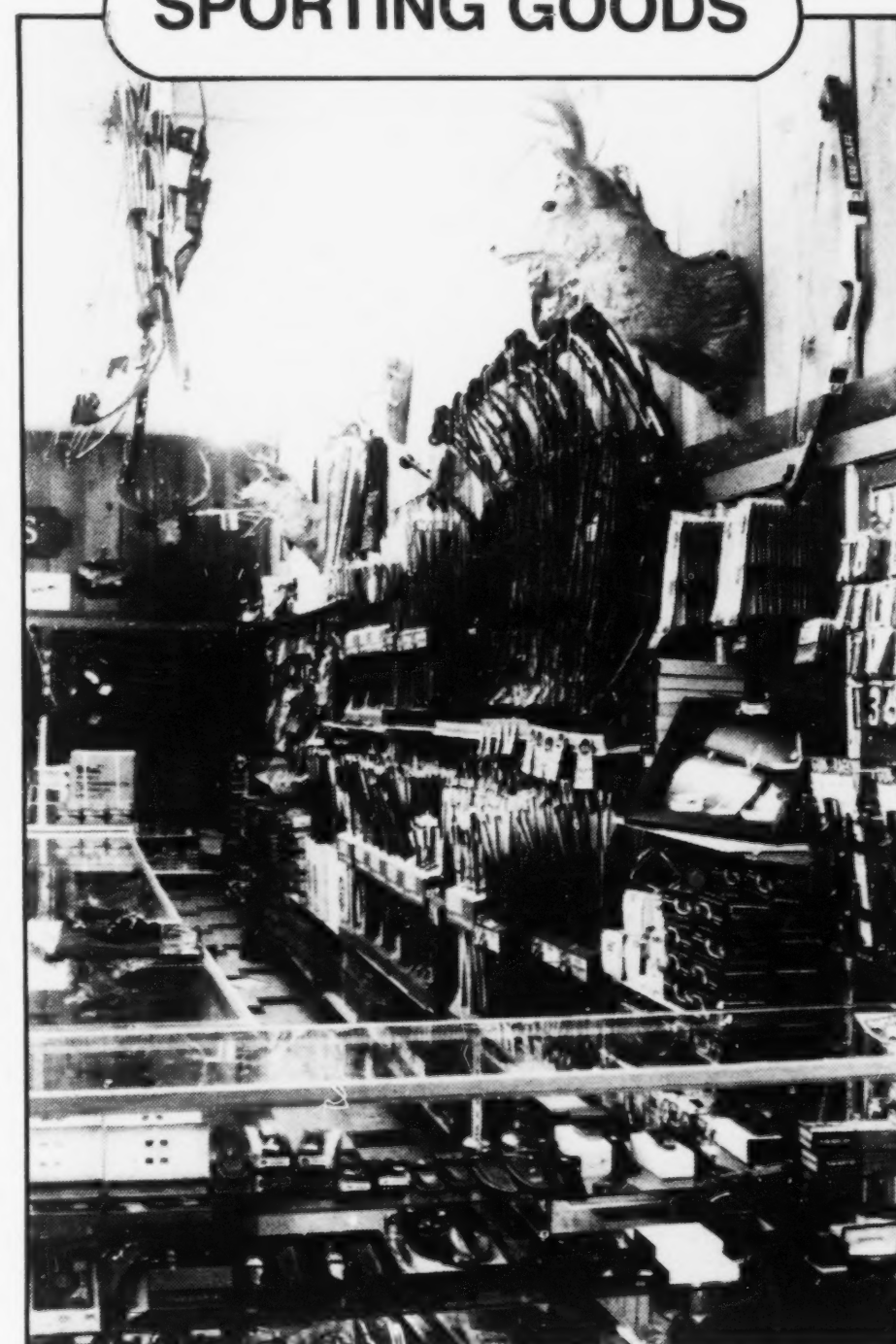
AUTOMOTIVE



Top Sellers

1. D&L Hnd clnr 14-oz.: 181,723 units/\$207,164.22
2. Wst Spr. Bm F/21 HdImp: 53,985 units/\$187,327.95
3. STP Oil Trt 1015 26/24: 69,935 units/\$163,647.90

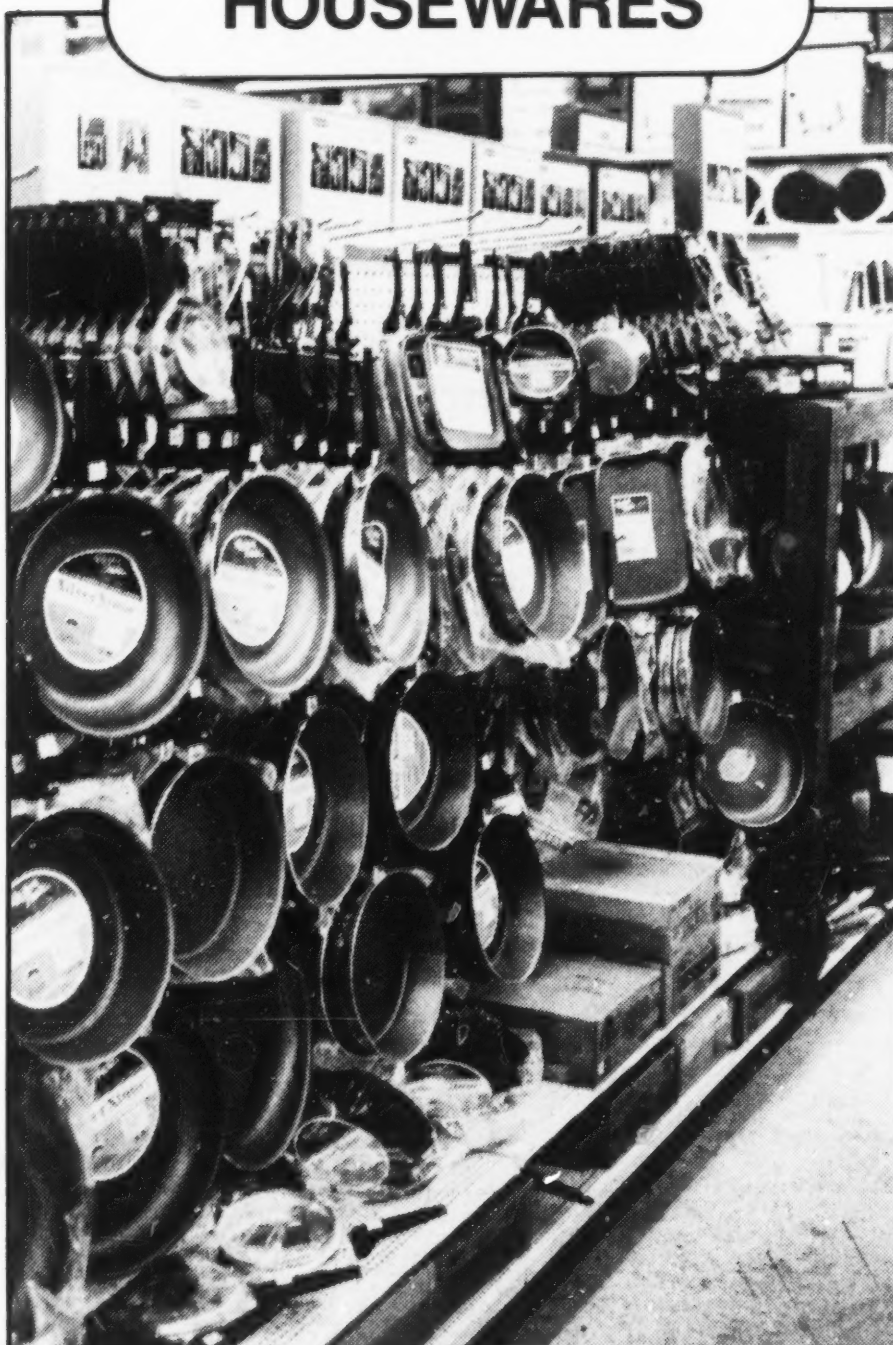
SPORTING GOODS



Top Sellers

1. Rmgtm 22LR Am Thdbt: 73,604 units/\$161,192.76
2. Rgtn Dv-ls S/G Sl-8 Bx: 14,100 units/\$112,377.00
3. Rmgtm 12-G. Rfl Slgs: 26,038 units/\$98,944.40

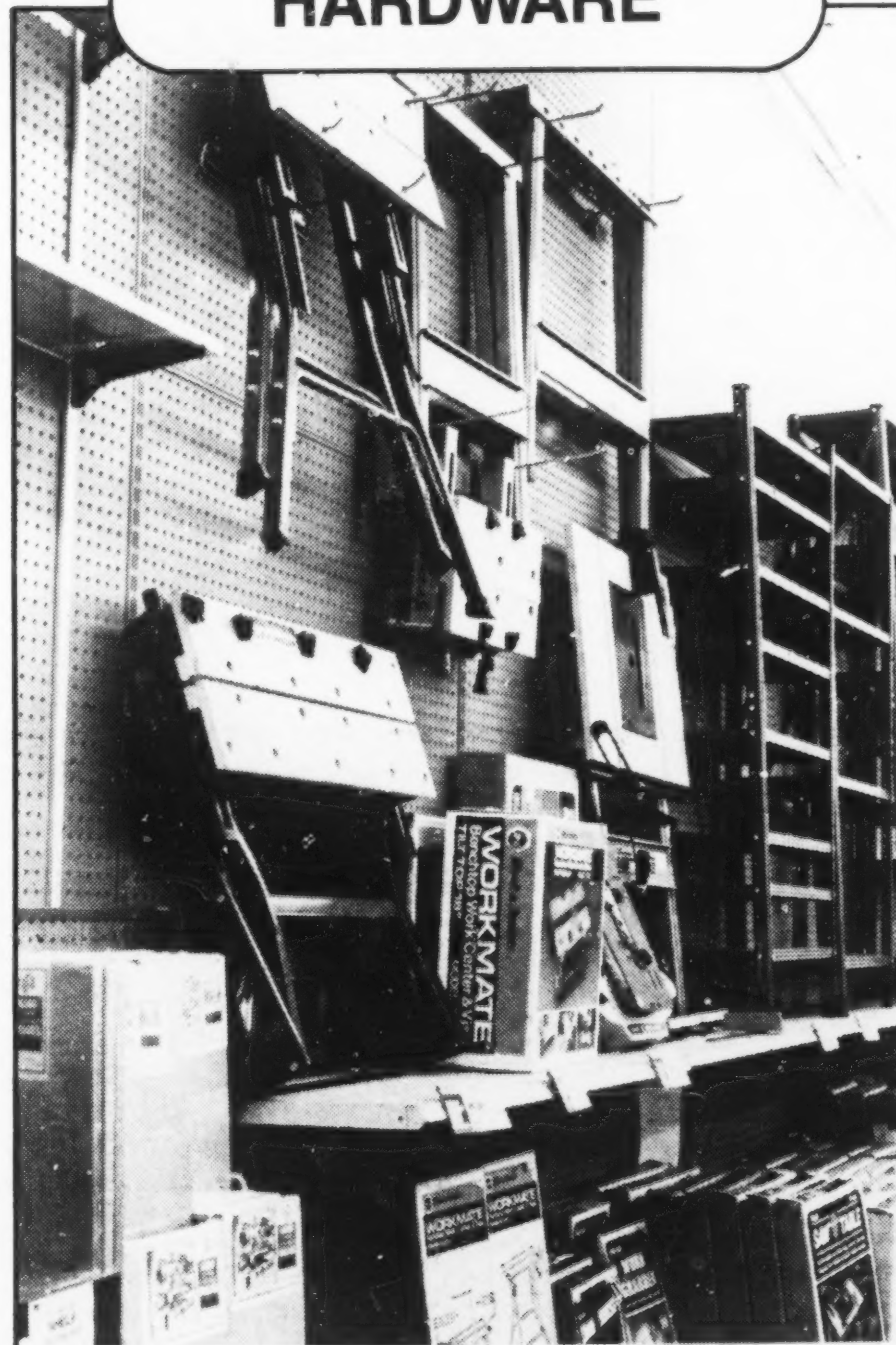
HOUSEWARES



Top Sellers

1. Corelle 16-pc. set green: 19,115 units/\$601,931.35
2. Nordic Micro-go-round: 6,945 units/\$349,958.55
3. Anhr Hckng cndlstcks: 32,790 units/\$333,146.40

HARDWARE



Top Sellers

1. B&D 7308 7/4-in. Cr. Sw: 12,264 units/\$405,693.12
2. B&D 7127 3/8-in. Drill VSR: 13,448 unt/\$333,288.48
3. Yle LW5 Entrnc Lckst Bxd: 21,612 units/\$248,321.88

H&BA



Top Sellers

1. Oil of Olay, 4 oz.: 150,966 units/\$609,903.00
2. Atra Cartridge 10's: 90,240 units/\$297,792.00
3. Oil of Olay, 6 oz.: 52,440 units/\$308,347.00

ELECTRIC HOUSEWARES

8th Annual PMA

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
SLOW COOKERS					
1	2	3100 Rival Crocker Pot 3-qt, alm	10,091	13.98	141,072.18
2	1	3150 Rival Crocker Pot 3 1/2 qt	5,170	23.04	119,116.80
3	3	3350H Rival Crocker Pot 5 qt	4,116	28.54	117,470.64
4	—	K7427WH Regal Hot Pot	6,750	9.76	65,880.00
5	—	3100 Rival Crocker Pot 3-qt flam/avcdo	2,225	12.48	27,768.00
6	4	3350 Rival Crocker Pt 5 qt, avocado	648	22.60	14,644.80
HAND MIXERS					
1	5	3076/3-71 Sunbeam al/wh	3,561	23.23	82,722.03
2	1	97-G Hamilton Beach 3 speed gold	5,067	12.55	63,590.85
3	9	HM12-8 Waring 12 speed almond	2,809	15.46	43,427.14
4	—	107AL Hamilton Beach	2,743	14.48	39,718.64
5	—	3-11/3-16 Sunbeam	3,014	12.99	39,151.86
6	—	1076 Hamilton Beach	2,488	14.40	35,827.20
BLENDERS					
1	1	600 Hamilton Beach 7 speed, alm	5,756	20.38	117,307.28
2	—	651 Ham Beach Blndr/Pls 14 spd, alm	3,029	29.01	87,871.29
3	—	890-16/867-16 Oster 10 speed almond	2,756	27.11	74,715.16
4	—	B1328-8 Waring 2 speed	3,176	17.88	56,786.88
5	—	B12081 Waring blender	1,863	20.16	37,558.08
CAN OPENERS					
1	1	781 Rival almond	9,345	11.55	107,934.75
2	2	782 Rival can opener/sharpener, alm	5,667	13.20	74,804.40
3	—	740 Rival cn opnr/knf shprnr sim, alm	3,869	15.21	58,847.49
4	7	782 Rival can opener/sharpener gld	2,665	12.96	34,538.40
5	8	781 Rival gold	2,938	11.50	33,787.00

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
DRIP COFFEEMAKERS					
1	3	A301N Proctor Silex 10 cup	25,987	20.05	521,039.35
2	2	5185/5140 Norelco 10 cup	9,686	24.94	241,568.84
3	1	MCS1212 North Amer Mr Coffee 12 cp	4,713	39.59	186,587.67
4	8	791 Hamilton Beach, 12 cup	4,318	21.44	92,577.92
5	4	MP-100 North Amer Mr Coffee 10 cp	3,503	25.84	90,517.52
6	6	CBS-900 North Amer Mr Coffee w/svr	1,832	39.15	71,722.80
7	—	CMX1000 North Amer 12 cup w/tmr	898	50.40	45,259.20
8	7	5190 Norelco 12 cup	719	35.38	25,438.22
SPECIALTY ELECTRICS					
1	1	Wear-Ever 7300 Popcorn Pumper	10,874	25.26	274,740
2	2	Presto PN-1 Popcorn Now Popper	7,739	24.07	186,292
3	—	Northern 8453-2 ice cream freezer	6,744	14.01	94,523
4	4	Ham Beach 511 Popcorn Pumper	2,346	26.31	61,728
5	—	Toastmaster W252 Waffle Baker	2,576	23.12	59,570
6	—	Rival 840 Ice Crusher	3,280	16.66	54,668
7	10	West Bend 25467 Buttermatic 4 qt	2,893	13.78	39,866
8	9	Sunbeam 18-26 Grt Amer Pop Mach	1,293	26.15	34,983
9	6	Ham Beach 507 Popcorn Popper	1,432	16.13	23,101
IRONS					
1	5	11-19 Sunbeam Steam & Dry Prom	7,664	15.44	118,332.16
2	—	11-386/11-171 Sunbeam Sht Of Strm	1,660	24.05	39,923.00
3	—	111-213 Sunbeam Shot Of Steam	909	31.48	28,615.32
4	—	749 Hamilton Beach light iron spry/dry	1,607	17.16	27,576.12
5	—	11300 Proctor light iron stm/dry	1,649	15.45	25,477.05
6	8	2319 Struhl Travel Iron	3,493	6.15	21,481.95
7	6	1430W Proctor Lady light spry/stm dry	867	24.69	21,406.23
8	4	1906B Proctor steam/dry	1,242	15.98	19,847.16

(Continued on page 22)



PRODUCT MOVEMENT AUDIT

Promo/Rebate Combo to Keep Electrics Stress

By HOWARD BOBROFF
President,

Myron Nickman Distributors

The sluggish economy and the lack of new items in traffic appliances are leaving discounters little room to maneuver in the electrics area. What they see ahead for the first half of 1982 is an instant replay of the strategy adopted during the fourth quarter of last year.



To ring up sales, discounters will, once again, be relying heavily on price promotions and manufacturers' rebate offers. Taken in tandem, this often knocks the customer's final price lower than the retailer's cost.

For the first half, as in the fourth quarter last year, buyers are concentrating price promotions in those basic categories with a strong replacement market. This means zeroing in on such categories as toasters, irons and drip coffeemakers instead of, for example, food processors.

The Heat's On

A corollary to this strategy of focusing on basics for promotions is the ongoing review of the entire electrics area to weed out the slow-turning items, particularly the high-ticket goods.

If there is a bright spot in traffic electrics, it is that some manufacturers, anticipating the ongoing sales and gross margin struggle at the retail level, strengthened their promotional programs with a combination of lower prices and higher rebate offers covering a longer period of time.

However, those manufacturers' promotional programs may be more of a boon to sales than relief at the bottom line.

With heavy promotional activity continuing into 1982, discounters are going to have to come up with highly competitive pricing. Thus, most of the price offers from manufacturers will be passed along to the customer. Retailers will gain little gross margin advantage.

The 1981 Product Movement Audit shows what it took to move personal care and kitchen electrics last year: In just about every category in electrics, the top performers were those items promoted at the opening price point or those items which combined a low price point with a strong rebate offer. Discounters are expecting more of the same in 1982.

Drip coffeemakers, the dominant kitchen appliance cate-

(Continued on page 22)

PROFIT by attending . . .

The 32nd Transworld Housewares And Variety Exhibit

July 9-13, 1982

O'Hare Exposition Center
(near Chicago O'Hare Airport)

The big buyers will be there!

The Biggest Order Writing Shows In America

Because . . .

Buyers know they find the new, hot, promotional profit-makers at the Transworld Shows. They have been coming and buying at the Transworld Shows for several decades.

July is the decision time.

For space information and advance registration—contact:

Transworld Exhibits Inc.

1850 Oak Street, Northfield, IL 60093 PHONE: 312/446-8434

So versatile and feature-packed they SELL ON SIGHT!

"Tote-More with a Drawer"—even the name sells your customer. It's the multi-talented tote box that's perfect for so many uses.

Plano, the world's largest manufacturer of plastic fishing tackle boxes, now offers a wide selection of super-tuff polypropylene boxes for use around the home or shop.

Contact your PLANO dealer for information about the new tool, tote and utility box line or mail coupon today.

PLANO

Plano Molding Co.
Plano, Illinois 60545
Ph: 312/552-3111

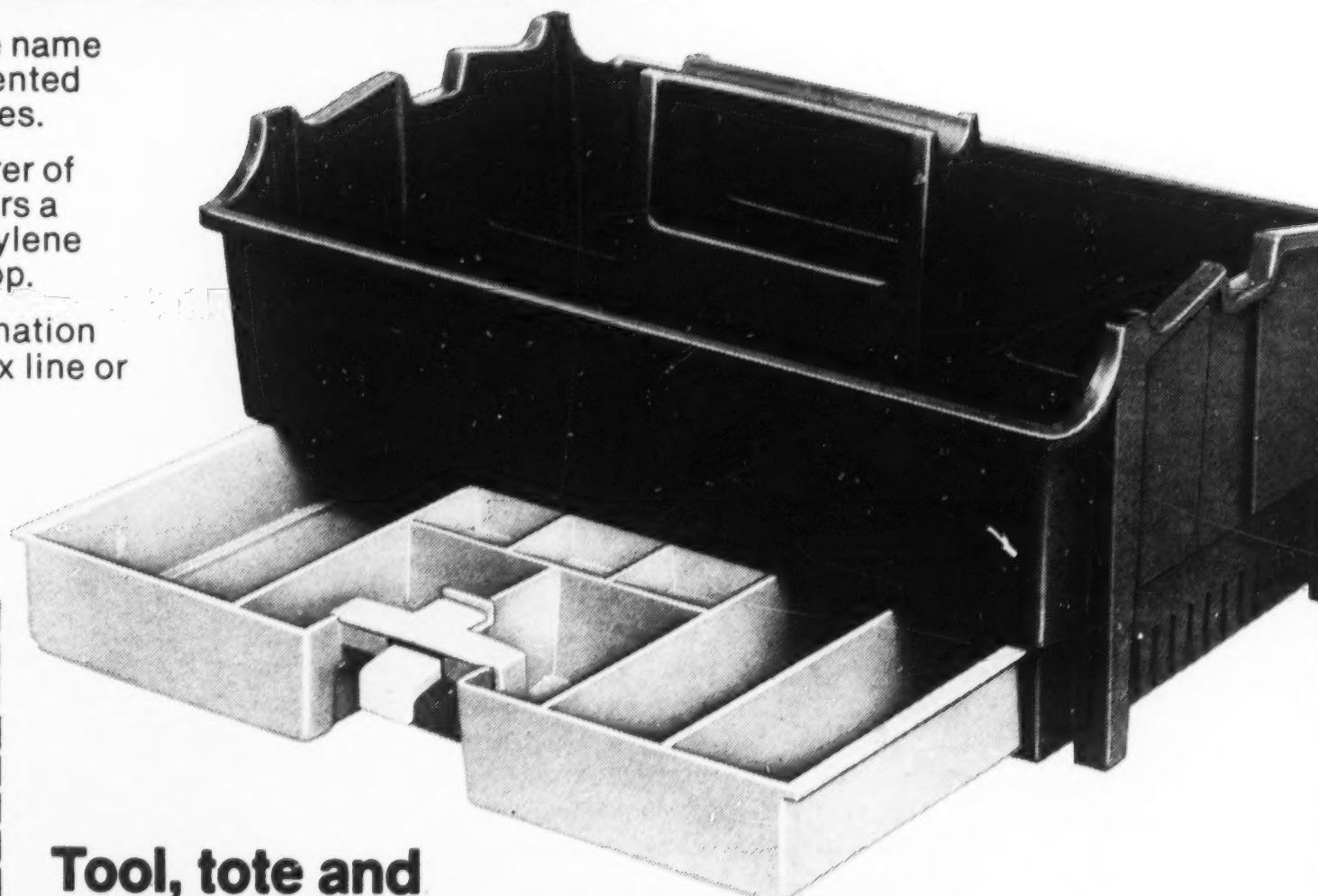
Please send me information regarding
Plano's tool, tote and utility boxes.
☐ Check here for V.I.P. reply service
(very important purchase)

Name/Title

Company

Address

State Zip



Tool, tote and utility boxes for America's homes

ELECTRIC HOUSEWARES

8th Annual PMA

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
-----------------	-----------------	------	------------------	----------------------	----------------------

(Continued from page 2C)

STYLER/DRYERS

1	—	Shetland 3051 Visa 1200W	15,772	8.08	127,437
2	—	Conair 083 Pro Dryer 1200W	9,322	12.66	118,088
3	—	Gillette 0200 Supermax 1300W	7,291	15.20	110,856
4	1	Gillette 9230 Supermax 2, 100W	5,398	19.76	106,681
5	10	Conair 099 Pistol Power 1200W	7,781	11.27	87,727
6	19	Clairol TD-2 Son of a Gun, 1200W	1,717	20.98	36,030
7	—	Norelco 1718 Gotcha Gun 1200W	2,812	11.54	32,462
8	15	Norelco HB1787 Gtch Gn Coll 1200W	2,264	14.32	32,421
9	8	Northern 1881 Pro Blwr/Dryr 1200W	2,938	10.64	31,268
10	—	Georgie Turbo Dryer, 1400W	2,487	12.45	30,963
11	9	Northern 1892 1000W	1,994	13.55	27,021
12	—	Sunbeam 50-74 Bonnet Dryer	962	26.38	25,283
13	13	Northern 1871 Fold-mini 1200W	2,204	10.37	22,868
14	11	Windmere B12T Pro Dryr Bss 1250W	1,503	12.09	18,186
15	7	Conair 125F Vagabond dryer 1250W	1,199	14.24	17,082

CURLING WANDS & BRUSHES

1	4	Gillette 2970 Body & Curl	5,608	12.97	72,736
2	—	Shetland 6001 Curling Brush	12,632	5.73	72,480
3	6	Conair BC-10 Curling Brush	8,234	8.33	68,606
4	—	Gillette 2620 Clicker	3,514	18.33	64,442
5	11	Georgie C1750 adj Curling Brush	8,264	7.46	61,685
6	—	Conair CB200 New Twist Combo	4,120	12.20	50,296
7	2	Clairol CB200 Crazy Curl	3,767	12.16	45,813
8	—	Clairol CB3/CB4 Soft Curling Brush	2,477	14.93	37,000
9	7	Norelco HB1600 Curl Q Mist	3,455	10.47	36,201
10	15	Conair CD11 Curls 'N Curls	7,164	4.91	35,211
11	3	Northern 2337-2 Pro Styling Brush	4,985	6.65	33,150
12	9	Northern 2334-2 Pro-Chrome	5,920	5.05	29,903
13	5	Norelco HB1640 Wave Maker	2,046	11.75	24,056
14	—	Dazey Beauty Curl	7,599	2.80	21,305
15	—	Sassoon VS101 Prof Curling Iron	2,356	7.76	18,301

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
-----------------	------	------------------	----------------------	----------------------

FOOD PREPARATION*

1	980-16 Oster Kitchen Ctr almdnd	1,598	154.01	246,107.98
2	707 Hamilton Beach Cuisine Mchn	3,223	48.21	155,380.83
3	1-76 Sunbeam stnd mxr almond	952	83.93	79,901.36
4	702/707 Hamilton Bch fd prcsr almdnd	1,635	48.45	79,215.75
5	HS15-8/3/9 Waring stnd mxr 12 spd	1,375	23.76	32,670.00
6	14-11 Sunbeam food processor	212	106.79	22,639.48
7	1-71 Sunbeam mixer/dough hk wht	250	83.18	20,795.00
8	44 Hamilton Bch stnd mxr/dgh hk 9 spd	397	51.40	20,405.80
9	HS9-8/HS9-1 Waring stand mixer	872	22.66	19,759.52

TOASTERS AND OVENS*

1	T620B Proctor tstr 2 slice	13,496	12.70	171,399.20
2	0126 Toastmaster toaster 4 slice	4,825	22.03	106,294.75
3	5244 Toastmaster Deluxe slf clngg ovr	1,796	52.06	93,499.76
4	T522B Proctor toaster 4 slice	4,299	20.05	86,194.95
5	T220AL Proctor toaster 2 slice	4,837	13.46	65,106.02
6	380 Toastmaster oven/tstr slf clngg	1,048	51.51	53,982.48
7	B703 Toastmaster 2 slc auto tstr	3,134	16.74	52,463.16
8	D137 Toastmaster toaster dual 4 slice	1,293	31.73	41,026.89
9	5230 Toastmaster broiler flip ovr	1,509	26.43	39,882.87
10	460 Farberware Turbo oven	163	16.59	27,041.70
11	0220AL Proctor toaster oven	553	45.39	25,100.67
12	TO-4400 Norelco Toast-R-Range	499	48.39	24,146.61
13	TO4500 Norelco Cont Cln tstr oven	337	55.34	18,649.58
14	370 Toastmaster oven toaster	345	48.85	16,853.25

*New category for the PMA.

These electric housewares figures for calendar 1981, supplied by Myron Nickman Distributors, a division of Cook United, Maple Heights, Ohio, cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.



PRODUCT MOVEMENT AUDIT

Promo/Rebate

(Continued from page 20)

gory, is a prime example. The top item last year was the Proctor Silex 10-cup model. Ranking No. 2 was Norelco's 10-cup model. Both of those drip coffeemakers hit low price points, were extensively promoted and offered customer rebates.

No other drip coffeemakers came even close to those two items in unit sales.

For 1982, corresponding basic items from Norelco and Proctor-Silex are expected to continue leading the way due to both manufacturers' strengthening of their promotional programs.

Despite a generally bearish outlook on kitchen electrics, toasters and toaster-ovens continue to sell well, presenting discounters with an opportunity for higher-ticket sales.

For instance, Toastmaster's self-cleaning oven moved well last year with the deluxe model placing No. 3 in the toaster/toaster-oven category. Four-slice toasters also had a strong year with three models among the top-sellers in the category.

Still, the No. 1 toaster was a price item from Proctor Silex with a promotion price typically below \$12.

Important Role

Popcorn poppers were the mainstay of the specialty electrics category for 1981. And, their continuing sales movement indicates they will continue to be a very strong category in 1982. Wear-Ever's Popcorn Pumper took the No. 1 spot, followed by Presto's Popcorn Now in second place.

New to the market for 1982 are the popcorn poppers which caramel-coat the popcorn. Most discounters will be trying the new item, from one or two of the handful of manufacturers offering it. But, since the new item will carry a higher price tag of between \$29 and \$35, buyers will be closely monitoring its movement once it hits the shelves.

Steam irons remain a strong electrics area, one that brings excellent customer response to price promotions. The top item in the category is a promotional item from Sunbeam.

Housing/Decoration Ads Increase 15% In Papers For 1981

NEW YORK—Newspaper advertising expenditures for housing and decoration were up 15% in 1981 compared to 1980, for a total of \$1.774 billion, according to the Newspaper Advertising Bureau.

Total 1981 retail newspaper advertising expenditures were \$9.631 billion, a 12.4% increase over 1980.

Advertising for furniture, home furnishings and equipment, the largest housing and decoration category, increased to \$923.3 million, a 12.8% gain.

We asked microwave customers a question that could increase your sales by 40%.

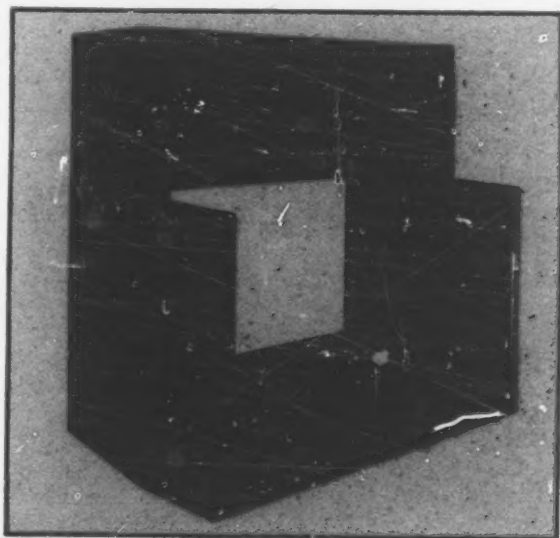
The new MicroMate™ combination range hood and microwave shelf is the 40% answer.

* Next year over four million microwave ovens will be sold in the U.S. And when two independent testing agencies asked potential customers about the new MicroMate combination range hood and microwave shelf, they got some amazing answers. In each study, over 40% of the consumers said they would buy MicroMate to put their microwave where it belongs... off the counter and over the range.

With a MicroMate Range Hood, there's no more lost counter space or crowded working areas. It's designed to fit virtually any brand of microwave oven and can be installed ducted or ductfree in any kitchen.

MicroMate features a quiet, yet powerful dual centrifugal blower to remove smoke and cooking grease from the air.

There is a solid state, variable speed control. A 24" fluorescent tube lights up the cooking area. Only MicroMate brand offers your customers the exclusive "Heat Sentry™" to protect their microwave from excessive range heat. And it's built by Nautilus a leader in kitchen ventilation for 50 years.



Best of all, the MicroMate Range Hood is a high margin, high quality product. MicroMate will help you close microwave sales, and generate additional sales to current microwave owners. Either way, you'll add to your sales and make bigger profits.

Call for your Nautilus representative today: 800-558-1716. He'll give you complete details. Your customers will love what MicroMate does for their kitchens, and you'll love what it does for your sales.

MicroMate • NAUTILUS
OFF THE COUNTER AND OVER THE RANGE
NAUTILUS HARTFORD, WISCONSIN 53027

HOUSEWARES

8th Annual PMA



Discounters Build Stock Cautiously

By HOWARD BOBROFF

President, Myron Nickman Distributors
Like chains throughout the country, Midwest discounters are playing it very close to the vest in ordering housewares inventory—basic stock as well as merchandise planned for promotions.

Maintaining a lean inventory position is planned as more than a way of keeping dollar investments down. Buyers are also using this strategy to keep open-to-buy dollars available.

In that way, buyers can react quickly to first-half promotions as they become available from manufacturers and distributors, as they too clean house to keep their own inventory moving.

Discounters are also taking their cues from customers who have been letting the chains know they aren't moved to buy by low prices alone. What customers are responding to, and what discounters will continue to concentrate on, are promotional items offering good price-value relationships.

One example of the type of promotion expected to bring in

(Continued on page 26)

Sears Renames Four Biz Groups

CHICAGO—Sears, Roebuck has adopted new names for its four business groups, announced Edward R. Telling, chairman and chief executive officer.

The new names were selected "to identify each group and its industry with names which are already among the best known in their field," he said. They are:

—Allstate Insurance Group, previously known as the Allstate Group.

—Coldwell Banker Real Estate Group, previously known as the Seraco Group. This group now includes Coldwell, Banker & Co., which Sears acquired in 1981; Homart Development; PMI Mortgage Corporation; PMI Mortgage Insurance, and Allstate Enterprises Mortgage.

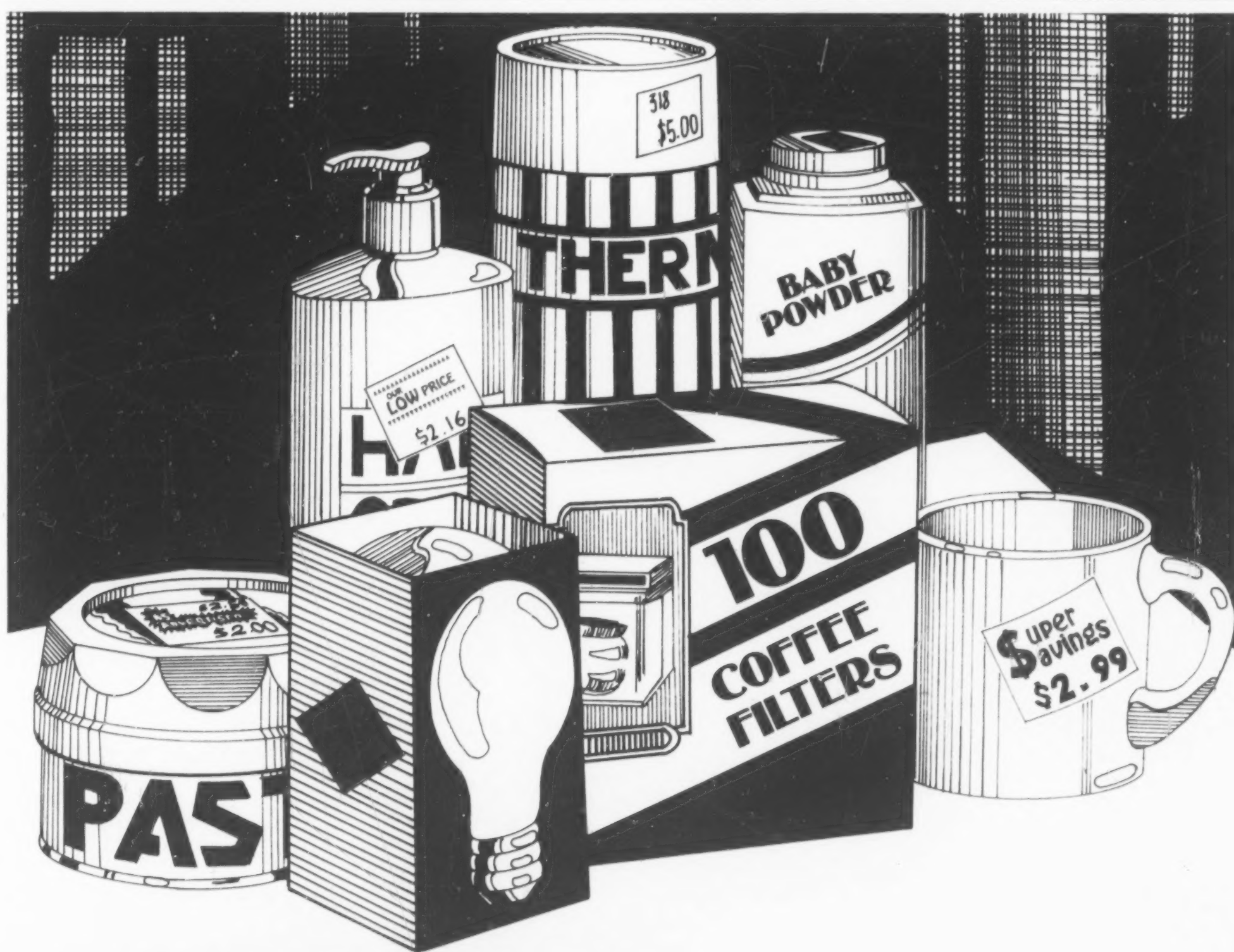
—Dean Witter Financial Service Group, previously known as the Financial Services Group. This group includes Dean Witter Reynolds Organization, which Sears acquired late in 1981, and Allstate Savings and Loan Association. The Dean Witter units include Dean Witter Reynolds, Dean Witter Reynolds Capital Markets, Dean Witter Reynolds InterCapital, and Dean Witter Reynolds Overseas Ltd.

—Sears Merchandising Group, including domestic merchandising, credit and international operations.

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
TABLETOP					
1	—	992 Anchor Hocking candlesticks	32,790	10.16	333,146.40
2	—	115 Pyrex Hurricane	10,026	6.29	63,063.54
3	—	3216-32 Corelle 16-pc set, cinnamon	1,701	30.97	52,679.97
4	6	2020-13 Expressions 20-pc set, MdW	945	49.46	46,739.70
5	2	2020-12 Expressions set 20 pc, Ind Sm	920	49.55	45,586.00
6	8	20 Corelle 20-pc set, white	1,298	29.89	38,797.22
7	—	16-1-N Corelle 16-pc set, Spring	1,528	25.07	38,306.96
8	1	2020-7 Expression 20-pc set, Wildflwr	767	49.87	38,250.29
9	—	16-6-N Corelle 16-pc set, Woodland	1,470	25.34	37,249.80
10	—	3216-33 Corelle 16-pc set, almond	1,157	31.40	36,329.80
11	—	16-4-N Corelle 16-pc, Butterfly gold	1,411	25.14	35,472.54
12	—	16-5 Corelle 16-pc set, Old Town blue	912	25.14	22,927.68
13	—	174L Royal Sussex 20-pc	880	20.93	18,418.40
14	12	2020-16 Expressns 20-pc st, Strwbrry	340	49.28	16,755.20
GLASSWARE					
1	—	8003048 Durand juice 5 1/2-oz 4-pk	18,180	4.47	81,264.60
2	—	Libbey 24-pc Bolero set, Tawny	4,004	10.09	40,400.36
3	—	N3600/795 Anchor Hocking Wstwd st, gld	3,171	9.35	29,648.85
4	—	3600/794 Anchor Hocking Wstwd st, cryst	3,153	9.24	29,133.72
5	—	Libbey 24-pc Bolero set, gold	2,244	10.08	22,619.52
6	—	Libbey 24-pc Bolero set, blue	2,139	10.16	21,732.24
7	—	3100/243 Anchor Hocking glass st 24 pc	2,736	7.69	21,039.84
8	—	97012 Libbey milk bottle	1,103	15.15	16,710.45
9	4	8466 Libbey 4-pk wine 6 1/2 oz, Citation	3,222	4.41	14,209.02
10	—	1967CS Libbey Browns NFL 11-oz rcks	14,688	0.92	13,512.96
11	—	8469 Libbey 4-pk wine, round, Citation	2,514	4.40	11,061.60
12	—	2100/53 Anchor Hocking 4-pk bev, Strw	3,204	3.30	10,573.20
13	5	8456 Libbey 4-pk Gblt 10 oz, Cit	2,322	4.45	10,332.90
14	—	8008278 Durand salad set 7 pc, Dmnt	1,068	8.88	9,483.84
15	—	3563 Libbey 8-pk Vin wine 8 oz	990	8.47	8,385.30

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
PLASTICS					
1	2	7200 Fesco trash can 20 gal, avoc	6,468	7.07	45,728.76
2	3	5207 Fesco trash can 32 gal, avoc	3,666	11.65	42,708.90
3	4	C124CD Lustro Dmd trsh cn 24 gal, gr	2,556	13.22	33,790.32
4	—	C-124C Lustro rfs contrn lck cvr, gr	3,654	7.85	28,683.90
5	—	C124C Lustro trash can, alum color	2,508	11.28	28,290.24
6	5	C-111C Lustro wste cntr 12 gl, sprgtp	3,288	7.04	23,147.52
7	6	P-80 Lustro heavy duty pail 11 qt	10,680	1.78	19,010.40
8	—	5861 Fesco No-Hands can, choc almd	2,436	6.44	15,687.84
9	12	BS-21 Lustro Bowl set cover 4 pc, yel	4,896	3.07	15,030.72
10	7	C-144C Lustro flip wst cntr 44 qt	2,244	5.84	13,104.96
11	—	W5782 Fesco lift top bskt, 44 qt, choc	2,484	5.16	12,867.12
12	9	60028/70403 Alaba AM Pro dust pan	22,292	0.52	11,591.84
13	—	W5782 Fesco lift top bskt 44 qt, almd	2,202	5.19	11,428.38
14	13	1956 Fesco round basket 56 qt, gold	2,196	4.90	10,760.40
15	8	6251 Eagle food saver oblig 110 oz	5,184	2.06	10,679.04
COOKWARE					
1	2	297-79 Chilton 7-pc SilverStone, alm	5,828	27.44	159,920.32
2	1	36728 Wear-Ever Chf styl fry pn 8", alm	10,736	5.52	59,262.72
3	—	56027 Wear-Ever Preferred 7-pc set	1,639	33.49	54,890.11
4	8	0509 Gen Hse Climb rstr, ovl, 18 lb	5,184	7.99	41,420.16
5	14	64900/M490 Ekco bakeware set, 9 pc	2,314	14.00	32,396.00
6	—	0707/B22 Gen Hse Climb cnr 7 jr, 22 qt	2,664	10.40	27,705.60
7	—	64110/M411 Ekco ck sht, Bkr's Scrt	9,132	3.00	27,396.00
8	—	1530/1422 Gn Hs Clim cvr S pt 11 1/2 qt	2,664	8.69	23,150.16
9	11	64100/M410 Ekco ck sht, Bkr's Scrt	8,580	2.62	22,479.60
10	—	46030 Wear-Ever 10" saute pan	2,348	9.45	22,188.60
11	—	950-20 Chilton S pt 12-qt 22G alm hnd	2,796	7.49	20,942.04
12	—	64330/M433 Ekco ck pn obl, Bkr's Scrt	7,524	2.73	20,540.52
13	12	285-79 Chilton griddle 11" polished	2,540	7.81	19,837.40
14	—	46032 Wear-Ever 12" saute pan	1,504	12.73	19,145.92
15	—	0508 Gen Hse Climb rstr, ovl, 12 lb	2,766	6.75	18,670.05

(Continued on page 26)



WHERE ARE THE BARGAINS?

Your cost-conscious customers know.

Monarch promotional labels create an atmosphere of bargains in your store. Boldly colored and uniquely designed, they focus customer attention on the items you want to move.

You can spotlight special deals... promote everyday merchandise — that is often bargain-priced, but not reduced. Monarch promotional labels help build a value image for your store — while increasing merchandise movement.

You know a good buy and so do your customers. Be sure to promote your value-plus merchandise with attention-

getting Monarch promo labels. They'll direct your customers to the bargains. For more information, write Monarch Marking, Dept. #941, P.O. Box #608, Dayton, Ohio 45401.

CALL TOLL FREE: 800-543-6650
(In Ohio, call 800-762-6600)
Phone lines open 7 A.M. 'til Midnight,
Eastern Time, Monday thru Friday.

Monarch Marking
A Pitney Bowes Company

© 1982 Monarch Marking Systems, Inc. All rights reserved.

HOUSEWARES

8th Annual PMA



Build Stock

(Continued from page 25)

heavy sales during the second quarter of 1982 is Corning's Corelle dinnerware being offered, for the first time, with the manufacturer's rebate. Discounters buy-ins for this promotion have been very heavy.

If there is a caveat to those Corelle promotions, it is that the entire dinnerware line is highly competitive and price-sensitive. Consequently, in order to bring in the sales anticipated by the rebate promotions, chains are going to have to promote the dinnerware at very sharp prices. The prices it may take to move the merchandise in quantity could leave stores with fairly slim gross margins.

As the Product Movement Audit for 1981 shows, the Correlle sets represent the major portion of the tabletop category. The rankings list the Correlle 16-pc. set in cinnamon spot No. 3; the spring pattern No. 7, and Woodland, No. 9.

Those 16-pc. sets have replaced the 20-pc. sets which had been good during the year. But, with the 16-pc. sets hitting a lower price point, the basic Correlle sets are expected to sell in bigger quantities this year, particularly during the rebate promotion period.

Two items which didn't appear on the shelves until fall 1981 became the top sellers of the year in the tabletop category: Anchor Hocking candlesticks and the Pyrex Hurricandle.

Important Role

The Hurricandle, in the No. 2 spot last year, is expected to remain a strong seller, one which discounters can successfully promote year-round.

Last year, the glassware category was exceptionally strong, and that is expected to continue during 1982. It is often said glassware is a category historically given a boost during a recession since people stay at home more, and glassware is a relatively low-ticket item with a good price/value relationship.

The uncontested leader in the category was Libbey's Bolero 24-pc. sets. Taken individually, the set in Tawney ranked No. 2; gold No. 5, and blue No. 6.

But, if the three Bolero colors were added together, the set would obviously jump to the top spot on the PMA.

Taking first place in glassware unit movement was the 4-pc. in Durand's juice glass. Another big seller was Libbey's Cleveland Browns rocks glass; it placed No. 10 in the ranking.

Polished metal cookware with Silverstone interiors, in open stock and sets, represented the overwhelming market share in cookware last year. During 1982, no change is expected in the importance and the selling power of SilverStone.

Nevertheless, because it was promoted extensively by many

(Continued on page 28)



At Zody's, dinnerware samples are in custom-designed wood-look displays. Similar fixtures with the wood motif are used in other tabletop categories. This display is in a Las Vegas store. (DSN photo)

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 25)					
CORNING					
1	4	F-330 Collection set 3 pc. Fr white	1,349	26.46	35,694.54
2	—	P-1420-8 Counter Saver, Spice	1,716	18.47	31,694.52
3	1	P-158 Grab-It set 4 pc. white	1,781	15.36	27,356.16
4	—	P-1420 Counter Saver, white	1,191	17.58	20,937.78
5	—	P-1420-7 Counter Saver, Wildflwr	1,047	18.75	19,631.25
6	—	A-390-7 Family set 9 pc. Wildflwr	578	33.80	19,536.40
7	—	A-390-8 Family set 9 pc. Spice	515	33.92	17,468.80
8	12	P-140 Sidekick set 2 pc.	2,481	6.54	16,225.74
9	—	P-1014-8 Counter Saver, Spice	1,290	12.53	16,163.70
10	7	P-100 Menu-ette set, Cornflower	840	16.51	13,868.40
11	9	A-3-8 Saucepan 3 qt. Spice	862	15.96	13,757.52
12	—	M-68 Cook N Pour 1 qt. white	1,262	10.86	13,705.32
13	—	M10GR Covered cooker 10"	1,093	12.53	13,695.29
14	—	A-300-S Kitchen Start set	465	29.16	13,559.40
15	—	P-1014 Counter Saver, white	1,212	11.02	13,356.24
PYREX					
1	1	2330 Baking dish/basket 3 qt	2,295	11.03	25,313.85
2	—	233-S Utility dish 3 qt	5,160	4.42	22,807.20
3	14	440-49 Bowl set, Autumn Harv, 4 pc	1,510	11.44	18,418.40
4	9	440-6 Bowl set, Woodland, 4 pc	1,520	11.77	17,890.40
5	2	480-49 Casserole Autumn harv, 3 pc	1,206	12.50	15,075.00
6	—	532-S Measuring cup, 1 qt	4,614	2.83	13,057.62
7	2	470-49 Bke/Serve, Autumn Harv, 3 pc	1,236	10.56	13,052.16
8	—	508 Measuring cup, 1 cup	7,236	1.71	12,373.56
9	13	516 Measuring cup, 1 pt	5,886	2.09	12,301.74
10	—	2332 Utility dish, 2 qt	3,054	3.98	12,154.92
11	—	440-61 Mix bowl set, 4 pc, Forest	1,011	11.65	11,778.15
12	4	6840 Casserole/basket 2 qt	1,039	11.24	11,678.36
13	10	232F Oblong bakedish 2 qt	2,706	3.70	10,012.20
14	—	3520-S Juice jug 2 liter	3,180	2.97	9,444.60
15	—	233F Utility dish, 3 qt	1,980	4.52	8,949.60
(Continued on page 28)					

THE 76 LINE MOVES!

and we've doubled your co-op allowance,
so now you get from \$1.00 to \$3.00 a case!

We've made it twice as smart to stock up on Union's fine line of motor oils... because now you get twice as much co-op allowance!

Union 76 motor oils have long been known as great little profit-makers. And right now they're even better! So be sure to stock up on the entire line before this offer ends, June 30, 1982.

And you'll ring up even more profits!

ATF Special Offer Continues.

You can still take advantage of a special offer on ATF products in plastic quarts through June 30.

1982. Buy 12 cases, get one free with any carload purchase of Union motor oils.

For details, contact the Aftermarket Specialist nearest you.

S.C. Bean
Phoenix, AZ
(602) 254-7381

D.A. Campbell
Los Angeles, CA
(213) 860-6531

Jack Steinberg
San Francisco, CA
(415) 235-7600

D.L. Parnell
Portland, OR
(503) 223-1517

W.M. Tastula
Seattle, WA
(206) 223-7600

uni 76 n

uni 76 n
Long
Distance
Purple

The anti-friction motor oil
that improves gas mileage.

uni 76 n
Premium
20W/50
PERFORMANCE

uni 76 n
Super
Motor Oil
ONE QUART

uni 76 n
ATF
Dexron
AUTOMATIC
TRANSMISSION FLUID
ONE QUART

HOUSEWARES

8th Annual PMA



PRODUCT MOVEMENT AUDIT

Build Stock

(Continued from page 26)

discount store chains, the Chilton 7-pc. set in almond, with SilverStone, took the PMA's top spots.

Ekco's Baker's Secret line remained the dominant part of the bakeware segment of the cookware category.

General Housewares also made a strong showing in cookware with its oval roasters, stock pots and canner. The canner took the No. 6 rank on the PMA even though its sales are strictly seasonal.

The strong year-end finish of the canner was evidence of the growing popularity of canning as a way to keep family food bills in line. The canner, and the entire range of products used for canning, will be important inventory components in 1982.

The plastics category at Nickman is dominated by two manufacturers: Fesco and Lusto-Ware. The leading items from those sources are various sizes in trash cans.

Keeping Pace

Fesco's 20-gal. can in avocado has consistently been a volume item; for 1981 it took the No. 1 PMA spot.

Placing No. 5 in the audit was the Lusto-Ware trash can, a plastic item in the aluminum color. Lusto-Ware introduced this can specifically to appeal to customers accustomed to using a galvanized metal can. Its excellent unit sales during 1981 show that Lusto-Ware's strategy is working.

Other categories which did extremely well last year were cleaning, chemicals, bath and closet shop. Those categories, typically bought with a light hand for January-February selling, are now being stocked heavily, in time for spring cleaning promotions.

While the entire closet/storage category continues to grow, the top promotional item in the area remains Tamor's tubular plastic hangers.

Anchor Hocking dominated the microwave cookware category last year. Its bacon rack took the No. 1 spot on the PMA. Corning's browning items also did very well. For 1982 the category is expected to continue in sales growth.

Gemco, Memco Set Fall Bows

DUBLIN, Calif.—Lucky Stores has set the sites for two of the six to eight discount stores planned for 1982.

The two are a Gemco in Victorville, Calif., and a Memco in Greenbelt, Md.

Both will open in the fall.

The Victorville store will be Gemco's second in San Bernardino County and boosts the discounters' count past the three-dozen mark in southern California.

The Greenbelt unit will push Memco's total in the Greater Washington Area to eight.

1981 \$ Rank		Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 26)					
HOUSEHOLD CHEMICALS					
1	4	4101-16 3M Scotch Guard 16 oz	11,640	4.04	47,025.60
2	—	1351 Johnson Raid killer 18 oz	13,848	3.29	45,559.92
3	—	118 Drackett Drano Liquid 67 oz	19,818	2.18	43,203.24
4	—	6220 Boyle Woolite S/C rug clnr 12 oz ..	17,472	2.42	42,282.24
5	—	00441 Alberto Static Guard 6 oz	24,264	1.73	41,976.72
6	—	6140 Boyle Woolite liquid 16 oz	24,240	1.70	41,208.00
7	—	0339 Johnson Lemon Pledge, 14 oz ...	16,632	2.34	38,918.88
8	5	83 D-Con Four/Gone/SGL pk 7-1/2 oz ...	12,564	3.09	38,822.76
9	11	0182 Johnson Future 27 oz	12,168	3.17	38,572.56
10	—	201 D-Con Ready mix rat/mouse 1 lb ...	19,008	1.96	37,255.68
11	—	293 Drackett Endust Aero 12-1/2 oz ...	17,508	2.08	36,416.64
12	—	120 Drackett Drano, 26 oz	15,564	2.33	36,264.12
13	2	0182 Texize Yes 64 oz	10,494	3.44	36,099.36
14	13	0183 Johnson Future 46 oz	7,614	4.67	35,557.38
15	—	116 Drackett Drano Ind Stren 32 oz ...	28,584	1.24	35,444.16

BATH SHOP					
1	1	Selfix 443 portable shower	3,510	6.93	24,324.30
2	3	Grayline 1107 kg size shwr cddy, wht ...	3,984	3.92	15,617.28
3	13	Selfix 2110 twin hook	12,036	1.18	14,202.48
4	2	Selfix C441 shampoo spray	7,584	1.58	11,982.72
5	4	Ekco 38110/C3811 towel bar, 18 in	5,952	1.75	10,416.00
6	6	Ekco 38890/C3889 T tissue holder	5,844	1.67	9,759.48
7	—	Selfix 2274 towel bar, 24 in	5,448	1.60	8,716.80
8	—	Selfix 2273 towel bar, 18 in	5,628	1.47	8,273.16
9	—	Ekco 38120/C3812 towel bar 12 in	4,848	1.58	7,659.84
10	7	Hanson W64 scale princess white	1,064	7.10	7,554.40
11	10	Ekco 38160/C3816 tw towel bar	2,526	2.97	7,502.22
12	—	Selfix 2272 towel bar, 12 in	5,460	1.36	7,425.60
13	11	Ekco 38170/C3817 towel bar, 24 in	3,588	2.06	7,391.28
14	—	Selfix S2102 modern hook	11,844	0.57	6,751.08
15	12	Selfix 2208 T tissue holder	5,772	1.16	6,695.52

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
RUBBERMAID					
1	1	2894 Roughneck rfs cntnr choc, 32 gl	4,308	17.47	75,260.76
2	2	2882 Refuse cntnr avoc, 20 gal	4,398	10.63	46,750.74
3	—	1610 Calico shelf liner, gr	4,393	5.74	25,215.82
4	6	2865 ice cube tray blue	41,256	0.60	24,753.60
5	3	2850 Waste basket/lift lid, choc	3,486	6.22	21,682.92
6	5	2850 Waste basket/lift lid, gold	2,958	6.13	18,132.54
7	9	2965 Laundry basket, choc	4,110	4.27	17,549.70
8	11	2965 Laundry basket, almd	3,570	4.37	15,600.90
9	7	6032 Deluxe Dish drainer, choc	3,300	4.73	15,600.90
10	—	0450 Bath tub mat, white	7,188	2.14	15,382.32
11	—	1181 Drain tray, almond	4,842	3.08	14,913.36

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
MICROWAVE*				
1	Anchor Hocking PM469/T1 bcn rck	11,430	4.68	53,492.40
2	Corning MW2 browning grill	1,435	20.13	28,886.55
3	Anchor Hocking PM444/T1 bkg sht	6,162	4.63	28,530.06
4	Anchor Hocking PM481/T1 Ver pn, 1 qt	6,118	4.65	28,448.70
5	Anchor Hocking PM447/T1 mfin pn	5,394	4.66	25,136.04
6	Anchor Hocking PM479/T1 rst rck	5,388	4.62	24,892.56
7	Anchor Hocking M400/125 bk st, H Ambr	2,296	10.71	24,590.16
8	Corning MW-A-10-S cvd brwng skilt	1,212	18.62	22,567.44
9	Anchor Hocking PM459/T1 bake rng	4,506	4.70	21,178.20
10	Corning MR1 ceramic rck	2,514	7.10	17,849.40
11	Corning MW 360—set	513	29.15	14,953.95

*New category for the PMA.

These housewares figures for calendar 1981, supplied by Myron Nickman Distributors, a division of Cook United, Maple Heights, Ohio, cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount chains.

A MATTTEL OB SHE PLAYS ALL



Little girls love to play with dolls. Not just for a day, but every day of the year. Which is why, at Mattel, we make products little girls can play with all year round. Like the Barbie® doll.

Just as important, we back Barbie with a program of year round support. With merchandising events that invite retailer tie-ins. Such as the Barbie Fashion Show, Barbie Fan Club, and special in-store demonstrations.

Aggressive marketing. And increased advertising.

HOUSEWARES

8th Annual PMA

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
TABLE TOP					
1	—	16-1 Corelle 16-pc set green	19,115	31.49	601,931.35
2	—	16-6 Corelle 16-pc set Woodland	17,302	31.49	544,839.98
3	—	16-4 Corelle 16-pc set gold	15,957	31.49	502,485.93
4	4	2020-12 Expressions 20 pc Indn Smmr	5,414	63.89	345,900.46
5	6	2020-7 Expressions 20 pc Wildflower	4,894	63.89	312,677.66
6	5	2020-13 Expressions 20 pc Meadow	4,170	63.89	266,421.30
7	10	2020-16 Expressions 20 pc Strawberry	4,024	63.89	257,093.36
8	—	16-5 Corelle 16-pc set blue	7,919	31.49	249,369.31
9	—	3216-32 Corelle Dem 4 16-pc set Cin	6,250	38.69	241,812.50
10	—	115 Pyrex Hrricandle	20,203	8.09	163,442.27
11	—	16N Corelle 16-pc set white	4,657	29.69	138,266.33
12	12	3216-31 Corelle Dem 4 16-pc st Ctr	3,268	38.69	126,438.92
13	11	3216-33 Corelle Dem 4 16-pc st Alm	2,794	38.69	106,099.86
14	—	4020-71 Corelle Trad 20 pc Harvest	1,341	47.69	63,952.29
15	—	4020-8 Corelle Trad 20 pc Spice	1,215	47.69	57,943.35
GLASSWARE					
1	—	3600/672A Anchor Hocking Entrtnr st	2,689	26.09	70,156.01
2	1	N3600 Anchor Hocking Gld Nwpt 24 pc	5,031	12.59	63,340.29
3	—	3600 Anchor Hocking Crstl Wstwd 24 pc	4,154	12.59	52,298.86
4	—	Y4200 Anchr Hocking Frst 24-pc st, br	4,162	12.14	50,526.68
5	—	4200 Anchor Hocking Frst 24-pc st crstl	3,850	12.14	46,739.00
6	—	39 Anchor Hocking Snoopy Bank	22,258	1.70	37,838.60
7	4	214D Libbey Oriental 8-pc bvrgr st	3,281	9.89	32,449.09
8	—	824868 Libbey 24-pc Bolero, blue	2,310	13.49	31,161.90
9	—	82496T Libbey Tawney Entrtnr st 24 pc	1,814	17.09	31,001.26
10	—	159 Libbey Berkshire 8-pc bvrgr st	2,898	10.52	30,486.96
11	—	82486K Libbey 24-pc Bolero gold	2,188	13.49	29,516.12
12	—	82425T Libbey 24-pc Tawney Apollo	1,431	19.79	28,319.49
13	—	82430K Libbey Gold Cntry Grdn 24 pc	1,257	21.59	27,138.63
14	—	700 Anchor Hocking 11-pc st Prsct	2,153	12.59	27,106.27
15	—	700/719 Anchor Hocking 7-pc st Prsct	2,676	9.89	26,465.64

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
COOKWARE					
1	2	M433BP Ekco Bakers oblong ck pn	22,269	3.59	79,945.71
2	1	M411BP Ekco Bakers cookie sheet	17,618	4.04	71,176.72
3	3	M410BP Ekco Bakers cookie sheet	15,659	3.59	56,215.81
4	5	M120BP Ekco Bakers 12-cup muffin	12,652	4.31	54,530.12
5	—	M426BP Ekco Bakers roast/bake	9,124	4.94	45,072.56
6	6	R411 Ekco cookie sheet	14,622	2.60	38,017.20
7	7	M447BP Ekco Bakers loaf pan	11,689	3.23	37,755.47
8	8	M408BP Ekco Bakers cookie sheet	11,481	2.87	32,950.47
9	—	M160BP Ekco Bakers pizza pan	9,001	3.59	32,313.59
10	—	R433 Ekco roasting pan	12,472	2.24	27,937.28
11	—	M60BP Ekco Bakers 6-cup muffin	7,018	3.59	25,134.62
12	—	M482BP Ekco Bakers cake mix	8,588	2.87	24,647.56
13	—	51123 Nordic bundt pan 12 cup gold	3,115	7.64	23,798.60
14	—	M95BP Ekco Bakers round cake pan	10,189	2.33	23,740.37
15	—	M407 Ekco Baker loaf pan	9,071	2.60	23,584.60
GADGETS					
1	2	29031-UC Rhodes timer white	8,125	7.64	62,075.00
2	1	407-21 Swing-A-Way hnd swng away	14,078	4.22	59,409.16
3	—	29035-UC Rhodes timer almond	5,347	7.64	40,851.08
4	—	885 Ekco Miracle can opener	36,071	0.98	35,349.58
5	—	884K Ekco 4 way can opener	22,687	1.52	34,484.24
6	9	3K Ekco peeler	37,719	0.71	26,780.49
7	—	1336/2580 Forster rolling pin	6,766	3.95	26,725.70
8	6	C876A Ekco hand can opener	10,033	2.33	23,376.89
9	—	6273AP Ekco egg beater	5,066	4.49	22,746.34
10	14	9501 Comware set of 3 wood spoons	18,660	1.16	21,645.60
11	—	5K Ekco stainless peeler	14,883	1.43	21,282.69
12	—	119 Bromwell grater	11,643	1.79	20,840.97
13	10	5973 Taylor oven therm	7,724	2.69	20,777.56
14	—	7987 Gemco food chopper	8,654	2.33	20,163.82
15	—	101 Range Kleen range reflector 6"	7,912	2.51	19,859.12

(Continued on page 30)



Low-Priced Items to Get Promo Brunt

By HAROLD RUBIN
President,
HalMar Distributors

In the face of a continuing sluggish economy, discount chain business has been holding up well in the New England area, and housewares represents one of the bright spots.



After closing 1981 with relatively clean housewares inventory positions, several chains revised their budgets upward for the first quarter of 1982. Still, with interest rates high and no signs of a surge in the economy imminent, there remains enormous pressure on inventory levels.

Consequently, buyers are working on as close a lead time as possible and leaning harder on distributors and manufacturers for quick deliveries of smaller quantities.

Promotions Upped

To bring in first-quarter sales, buyers counted on heavy promotional activity. In the housewares area, this meant concentration on low-investment, high-turning categories such as cleaning supplies and disposables, and hitting those categories with traffic-building price points.

Higher-priced housewares won't be immune from promotional activity, but the price emphasis for the first half is shaping up to lean in the direction of low-priced items.

Consumers' tight grips on their wallets are, predictably, causing most buyers to hesitate before taking the plunge into new items or categories. But, during 1981, several areas successfully emerged from their testing periods and were bought with a somewhat heavier hand for 1982. In this group, depending on the chain, might be: kettles, ceramics, woodenware and copperware.

Ironically, despite the weak economy, these merchandise areas, and others, are presenting discounters with ample opportunities to trade up prices in housewares.

Another area slated for a trade-up in 1982 is cutlery.

Several chains will be carving a 4-ft. section in the gadget or cutlery presentation for higher-priced items to bring in a better return on their space. With customers demonstrating preference for quality items, discounters will use this space, for instance, to sell a paring knife at \$4, instead of \$1, with little to no trade-off in unit movement expected.

Late first-quarter and sec-
(Continued on page 30)

SERVATION:
YEAR ROUND.



It all adds up to more Barbie sales. Of dolls, costumes and accessories. And more profit.

All this has made Barbie a year round success for 23 years. And with your support, it's bound to continue. Because as long as there are little girls, you'll have success for all seasons.



SUCCESS FOR ALL SEASONS.

HOUSEWARES

8th Annual PMA



PRODUCT MOVEMENT AUDIT

Low-Priced

(Continued from page 29)

ond-quarter sales will also benefit from the sales activity prompted by Corning's first-time offer of customer rebates on dinnerware.

Discounters ordered heavily to back up this rebate program. But, they stuck with the Corning dinnerware they had been carrying prior to the rebate offer. In other words, chains stocking basic Corelle did not move into the higher priced Dimensions IV and Expressions lines because the rebates were available.

During 1982 microwave cookware is expected to continue showing the large gains in volume shown last year. While a broad spectrum of the cookware will be moving off the shelves, one new item already looks like a standout: Anchor Hocking's popcorn popper, retailing at the inexpensive price of about \$7.99.

The Product Movement Audit for the past year shows the continuing strength of Corning's 16-pc. Corelle sets. Those sets take the top three spots in the ranking with the best-sell-

(Continued on page 33)

Gemco/Memco Pretax Net Dips Tho Biz Rises

BUENA PARK, Calif.—The Gemco/Memco division of Lucky Stores registered a sales gain of 14.3% from the previous year for the quarter ended Jan. 31, while the sales gain for the fiscal year was 12.3%.

Gemco/Memco volume for the quarter (without leased department sales) was \$609 million, compared to \$533 million in the previous fiscal year. For the fiscal year as a whole, volume was \$1.87 billion compared to \$1.67 billion.

Pretax earnings were down at Gemco/Memco, both for the quarter ended in January and for the year. Pretax earnings after LIFO charges were \$23.2 million for the quarter, down 0.9% from pretax earnings of \$23.4 million for the last quarter of the previous year.

For the entire fiscal year, pretax earnings after LIFO charges were \$31.4 million, down 24.7% from the previous year's \$41.7 million.

For Lucky Stores, sales were up 11% for the fiscal year to \$7.2 billion, a total which included food stores, specialty stores and restaurants. Corporate net earnings were \$95.5 million, a 6% increase from the previous year.

Lucky chairman S. Donley Ritchey said the earnings increase was primarily due to strong gains in food and specialty stores, while Gemco/Memco results "continue to be adversely affected by the recessionary economy."



Caldor's Framingham, Mass., store adds seasoning to its run of basic Pyrex items and glass storage jars with a natural wood display of spice jars and a bamboo steamer. (DSN photo)

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 29)					
PYREX					
1	6	2320F 2-qt Bake dish & bskt	9,630	8.99	86,573.70
2	—	233 Utility dish	16,338	5.21	85,120.98
3	1	2330 3-qt Bake dish & bskt	4,953	14.39	71,273.67
4	—	6230F Cov cass & bskt Fireside	6,399	8.09	51,767.91
5	—	209FA Pie keeper	6,108	8.09	49,413.72
6	4	6840 2-qt Casserole & basket	3,177	14.39	45,717.03
7	—	2325F 2-qt Oblong dish orig	2,930	15.47	45,327.10
8	—	6245F 2-qt Cov cass orig	2,878	15.47	44,522.66
9	—	2220F Sq cake dish & bskt	5,477	8.09	44,308.93
10	9	508 Measure	21,235	2.06	43,744.10
11	11	516 Measure	15,213	2.51	38,184.63
12	—	470-6 Bake set Woodland	2,670	14.21	37,940.70
13	—	232 Utility dish	8,066	4.67	37,677.56
14	—	2131F Party server II	1,708	21.59	36,875.72
15	—	463 D Custard cup	11,700	3.14	36,738.00
CORNING					
1	1	F330 French White 3-pc set	4,063	38.69	157,197.47
2	5	P140 Sidekick dishes wh	14,681	8.09	118,769.29
3	—	P839 Duette set Cornflower	7,906	14.39	113,767.34
4	—	P14 Cass-erette	13,353	7.55	100,815.15
5	—	P185 Snack-IT set	5,696	10.97	62,485.12
6	—	P100 Minuette set 3 pc	2,909	19.79	57,569.11
7	—	F2 French White 2.5-qt ovl cv cass	3,165	16.64	52,665.60
8	—	N350 Rangetopper 6 pc	735	62.09	45,636.15
9	3	P150 Grab-IT	4,292	10.61	45,538.12
10	—	P839-8 Duette set Spice	2,268	17.99	40,801.32
11	—	N350-8 Rangetopper 6 pc sp	577	69.29	39,980.33
12	4	F1 Fr Wh 2.5-qt cov cass	2,433	16.19	39,390.27
13	—	F3 Fr Wh 10" pie plate	3,893	9.89	38,501.77
14	11	P104-8 Spice teapot	2,242	17.09	38,315.78
15	—	N350-7 Rangetopper 6 pc Wld	531	69.29	36,792.99
(Continued on page 33)					

You've made
RGIS
number one
in the
inventory
business.

And we would like to thank you.

Because of your trust, and dedication to quality, RGIS conducted over 120,000 physical inventories in 1981 alone!

In 1982, our commitment is to give our present, and future clients much more. Our new data gathering equipment "Audit" is just one example. By using the "Audit" system, our trained professionals can obtain both S.K.U. and financial information during the inventory. Valuable information that gives your financial, operations, and merchandising executives the ability to make informed, well-researched decisions quickly.

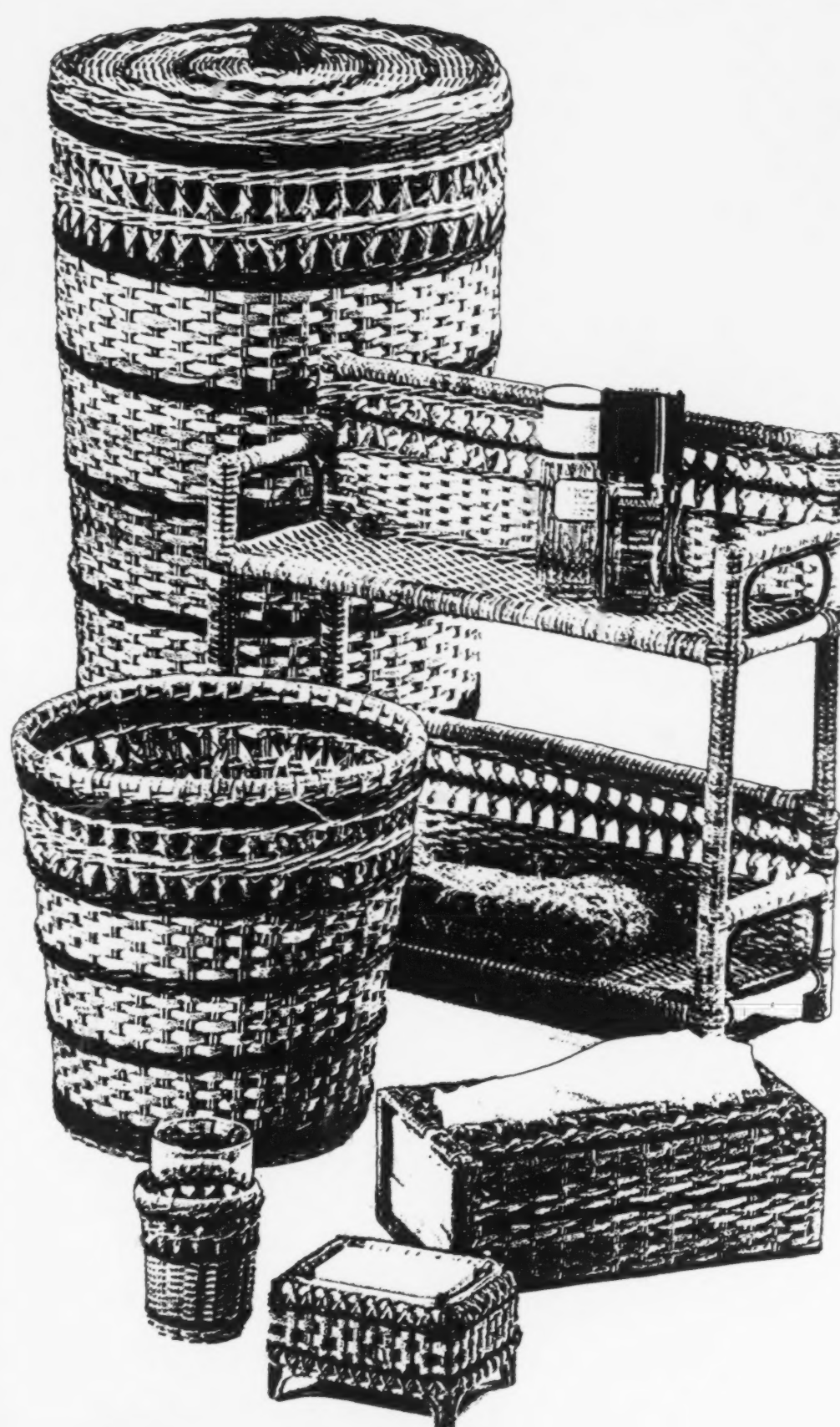
If you would like more information on how RGIS can help your business, call or write:

Frank Discher
National Accounts Manager
RGIS Inventory Specialists
805 Oakwood
Rochester, MI 48063
(313) 651-2511

RGIS Inventory Specialists

RGIS currently operates 144 offices covering the United States, Canada, and the Caribbean.

It's A Natural...



...For You

Coordinated bathroom accessories for the chain store discount market. Hand woven Chinese merchandise fashioned by Old World craftsmen; easily adaptable to all the demands of modern life styles.

Attractively priced. And, best of all, available for immediate delivery from both Philadelphia and San Jose.

Write for free catalog.

See us at Booth 5357 during the Chicago Housewares Show.

Imports International

3560-62 Sepviva Street, Philadelphia, PA 19134 (215) 535-0111
199 Martha Street, San Jose, CA 95112 (408) 289-1289
550 Piercy Road, Bolton, Ontario, Canada

HOUSEWARES

8th Annual PMA


Low-Priced

(Continued from page 30)

ing colors being green, Woodland and gold, in that order. Blue, in the No. 8 spot, was the fourth best-selling color in the basic Corelle lineup.

However, since the demand for those sets sometimes exceeded supply during 1981, this had an impact on color ranking. Ranking the colors in terms of customer demand would have put gold in first place.

One of the biggest items in the tabletop category, one not introduced until the fall, was the Pyrex Hurricandle. For many discounters, this was the top item during the Christmas selling season; it finished the year as No. 10 in the tabletop category.

The glassware movement audit also showed evidence of continuing trade-up opportunities for housewares departments. The top five sellers during 1981 were combination sets. The No. 1 item, Anchor Hocking's Entertainer set, was the most expensive of them all. Nine of the top 15 items in glassware were 24-pc. combination sets.

Merchandising Move

This excellent customer response to the combination sets has now laid to rest the belief customers would resist higher price points. Obviously, discounters are expanding their combo set assortments.

From Rubbermaid, the basic laundry and wastebasket items still headed the list in total dollar movement. In unit sales, the bathmats were the best sellers, with white, chocolate and blue ranking in that order.

In dish drainers the top-selling color was chocolate, followed by almond. In dish pans, chocolate was also No. 1, followed by gold and almond.

For 1982 Rubbermaid introduced a new color to its kitchen assortment, seafoam green. Although the verdict is still out on the volume potential of the new color, discounters report the color looks good on the shelves and is, so far, moving well.

White has also been brought back into Rubbermaid's kitchen lineup. It will be interesting to watch if and how the "new" white and seafoam green alter the color rankings in future audits.

The dollar movement leader from Corning last year was, by far, the French White set. Looking at unit sales, the leaders were the sidekick dishes and the casser-ette oval covered casserole.

Republic's Freezette items continued to be at the head of the movement audit in the plastics category. Jumping to third spot from No. 9 in 1980 was the Vanderbilt nylon baster.

Microwave cookware, a new product category for the audit, showed exceptional gains last year. The top item in the category in dollar movement was Corning's microwave grill. In units, the leaders were Anchor Hocking's bacon rack followed by Corning's Micro rack.

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
<i>(Continued from page 30)</i>				
MICROWAVE*				
1	M-W-2 Corning grill	2,700	24.74	66,798.00
2	MW-360 Corning set	1,010	44.09	44,530.90
3	MWA10 Corning Covered browning skilt	1,530	23.39	35,786.70
4	MR1 Corning rack	3,612	8.99	32,471.88
5	PM469/T1 Anchor Hocking bacon rack	4,085	6.83	27,900.55
6	M-10-GR Corning cooker w/rack	1,354	17.99	24,358.46
7	PM447/T1 Anchor Hocking muffin tin	2,101	7.19	15,106.19
8	PM444/T1 Anchor Hocking cookie sheet	2,153	6.83	14,704.99
9	PM479/T1 Anchor Hocking roast rack	2,034	6.83	13,892.22
10	MW83-W Corning Menu-ette browner	1,012	12.59	12,741.08
11	PM481/T1 Anchor Hocking versatility	1,792	6.83	12,239.36
12	MC1 Corning small dish	836	11.69	9,772.84
13	M68 Corning Cook N Pour pan	548	15.29	8,378.92
14	PM459/T1 Anchor Hocking broiling rack	1,141	6.83	7,793.03
15	MW101 Corning set	300	23.12	6,936.00

*New category for the PMA.

These housewares figures, for calendar 1981, were supplied by HalMar Distributors, Holyoke, Mass., and cover more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount clients.



Popcorn poppers have evolved from butterless to self-buttering and now to models which caramel-coat. A basic kitchen electric item, Clover stocks a variety of them in the Trevoise, Pa., store. (DSN photo)

America's fastest moving spark plug gets faster.

If it's winning performance you're looking for in a spark plug, make sure you look at what Champion's doing for 1982.

A program started in 1981 to reduce SKU's is receiving even greater attention for '82 and is taking shape in several ways:

- A consolidation of plug types in the 1982 product line... meaning fewer required SKU's.
- A newly redesigned Champion Mover System that allows you greater market coverage and inventory in the same space as former Mover Systems.
- A new Mover application chart system that permits full use of gondola space for product.
- High-efficiency Mini-Mover display units to highlight small engine plug types that shoppers may not have realized were carried in automotive stores or departments.

advertising, co-op programs and materials to help build more profitable plug sales. Plus many other programs and services—like Car Care Supplements, service bulletins, travelling Technical Service experts and a large and knowledgeable sales force... all totally dedicated to promoting your spark plug business. Like fast-moving quality products backed by programs to sell them? You're going to like Champion in '82.



• A new motorcycle line (available also with a new Mini-Mover display unit) with only 6 SKU's, giving you 90% of what could be a new and promising market for your automotive stores or departments.

And, of course, we plan to maintain an even faster pace in the support areas you need to help you move product. Like new traffic-building promotions and incentives for consumers, backed by national TV and magazine



CHAMPION

PUTTING PERFORMANCE BACK IN YOUR BUSINESS

Champion Spark Plug • Toledo, OH 43661

For latest motorsports race results, watch "MOTORWEEK" on WTBS, cable TV's "Superstation," every Saturday between 5:35 and 6:05 p.m. EST.

HOUSEWARES

8th Annual PMA



Top Makers Offer New Items, Ideas

By JERRY FALK
Executive Vice President,
Bacar Inc., Distributors
California's retail business was relatively immune from the adverse effects of a weak economy for most of 1981. For the majority of the year, the state's leading industries, agriculture and electronics, kept employment levels high.



But, the effects of the recession are now beginning to be more apparent on the West Coast.

As a result, during the first quarter of 1982 retailers struggled to meet last year's figures, and this struggle is expected to be a fact of life throughout the first half of the year.

Although it is too early to determine which new items or categories in housewares will perform best and pull ahead of the pack, a few backbone resources such as Corning and Rubbermaid have introduced new products and concepts which could give a boost to sales.

Concept Hailed

For instance, there are Rubbermaid's new bath products and space organizers. The latter group, which is just entering the pipelines, represents a new concept from Rubbermaid. Although only about half the products in the Space Organizer category are new to the line, the concept of merchandising and presenting the expanded line as a total Space Organizer entity is one that retailers can capitalize on during 1982, given Rubbermaid's advertising support for the group.

In the tabletop category, Corning's Corelle dinnerware continued as the strongest seller. As 1981 results show, Corning's higher-priced Dimensions IV 16-pc. sets and Expressions 20-pc. sets out-sold, by far, the lower-priced basic Corelle 16-pc. sets.

A new color in Dimensions IV, cinnamon, in the 16-pc. set was No. 1 in the tabletop category. This color, as the PMA indicates, has been a far stronger seller than the same set in almond or citrus, Nos. 6 and 7 on the audit.

In Expressions, the two strongest patterns have been Wildflower and Strawberry. The PMA shows their sales last year as being virtually a tie score. The patterns, Indian Summer and Meadow, have been selling well and are the runners-up to the two top-selling patterns.

The color gold was the leader in the basic Corelle sets and placed No. 8 on the PMA list. Ranking No. 9 was green.

(Continued on page 42)

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
TABLETOP					
1	13	3216-32 Dimension-IV 16-pc st. Cn	2,390	44.99	107,526.10
2	2	2020-7 Expression 20-pc st. Wildflwr	1,508	67.49	101,774.92
3	10	2020-16 Expression 20-pc st. Strwbrry	1,503	67.49	101,437.47
4	2	2020-12 Expression 20-pc st. Indn Smr	1,347	67.49	90,909.03
5	5	2020-13 Expression 20-pc st. Meadow	1,040	67.49	70,189.60
6	13	3216-33 Dimension-IV 16-pc st. Almond	1,456	44.99	65,505.44
7	—	3216-31 Dimension-IV 16-pc st. Ctrs	1,320	44.99	59,386.80
8	—	16-4 Corelle 16-pc set, gold	1,503	34.19	51,387.57
9	—	16-1 Corelle 16-pc set, green	1,121	34.19	38,326.99
10	—	16-6 Corelle 16-pc set, Woodland	1,110	34.19	37,950.90
11	—	20-5 Corelle 20-pc set, Old Town blue	931	40.49	37,696.19
GLASSWARE					
1	4	515 Libbey Citation 6 1/2-oz tall wine	8,202	6.93	56,839.86
2	—	771 Libbey 7-oz Margarita glass	21,632	2.07	44,778.24
3	—	2417-26 Jeanette Punch bowl st. 26-pc	3,532	12.60	44,503.20
4	—	468 Libbey 24-pc Bolero, gold	2,204	18.45	40,663.80
5	—	519 Libbey Citation stem goblet	5,676	6.93	39,334.68
6	9	17506 Wheaton Sun tea jar w/lid 1-gal	8,552	4.32	36,944.64
7	7	682 Libbey Citation white wine 11-oz	4,577	6.93	31,718.61
8	14	8007148 Durand 24-pc Lncr bvrge st	1,464	21.60	31,622.40
9	4	516 Libbey Citation 6 1/2-oz red wine	4,492	6.93	31,129.56
10	3	484 Libbey 12-pc Spirits & Ale set	1,569	19.80	31,066.20
11	—	490 Libbey Vin wn Cnnsr 8-pc st 8-oz	2,245	13.05	29,297.25

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
COOKWARE					
1	—	Gen Hsewares Canner 7 qt	9,615	19.35	186,050.25
2	14	37056 T-Fal 10" skillet rouge	14,718	9.88	145,413.84
3	3	26030 Wear-Ever Pfl SlvrStn 10" Ch fr pn	10,839	10.79	116,952.81
4	7	2701 Revere 2 1/2-qt tea kettle, cop-btm	5,341	17.55	93,734.55
5	13	3501 Revere 3 1/2-qt tea kettle, cop-btm	3,408	23.40	79,747.20
6	—	0509B15 Gen Hswrs Cl Rstr 15-lb brd	5,297	13.50	71,509.50
7	11	1121 Revere 6-cup tea kettle, cop-btm	3,926	15.75	61,834.50
8	—	2252-2 Revere 2-qt Sign tea kettle	2,213	27.90	61,742.70
9	9	26028 Wear-Ever Pfl SlvrStn Chl fry pn	7,200	8.54	61,488.00
10	—	64330 Ekco B/S 9x13 oblong cake pan	15,286	3.50	53,501.00
11	—	51199 Nordic 12C formed bundt asst	6,630	7.64	50,653.20
GADGETS					
1	—	SVS-19 Steamer basket stainless 3 qt	12,964	4.27	55,356.28
2	—	407-H21 Swing-A-Way hnd cn opr Hrvst	12,247	4.48	54,866.56
3	12	407-C21 Swing-A-Way hnd cn opr chc	11,308	4.48	50,659.84
4	—	280 Foley jar lifter coated	10,055	4.05	40,722.75
5	2	106AC Range Kleen 8" flctr pan GE	21,348	1.80	38,426.40
6	—	107-21 Swing-A-Way jr hnd cn opr	17,316	2.15	37,229.40
7	14	143 Foley nylon bastr	23,347	1.52	35,487.44
8	4	105AC Range Kleen 6" flctr pan GE	25,692	1.35	34,684.20
9	—	104 L/J EZV roast rack	5,595	5.85	32,730.75
10	—	1150HA Alum filter fry crisp fltr	8,897	3.58	31,851.25

(Continued on page 42)

Take inventory of your control.

High carrying costs. Tight cash flows. Excess merchandise. Poor product mix. Frequent stock-outs. As your business grows, so do inventory management problems.

The Bell System can help. We've identified software vendors who specialize in the needs of retailers. Our data communications products now allow you to centralize purchasing operations electronically, to keep a tight rein on your inventory. Your data base plus any one of several Bell data terminals puts one person in control to manage information at the corporate end. Meanwhile, members of your field force can now do what they do best: sell.

The result: your inventory turn is increased while your inventory investment is cut. More timely information allows for better purchasing decisions—reducing stock-outs. And improved customer service is the inevitable result.

Take inventory of your control and then control your inventory, with an information management system that makes retailing easier selling. One call to your Bell System Retail Account Executive will put you in the driver's seat.

The knowledge business

HOUSEWARES

8th Annual PMA



Top Mfrs.

(Continued from page 41)

Figures reported in the glassware category show wine drinking has become a popular American indoor sport, rather than something enjoyed by just a few gourmets.

In fact, Libbey's stemware dominated the top 15 items on the PMA with this manufacturer's Citation 6½-oz. tall wineglass taking the top spot. Other items from the Citation group captured spots No. 5, 7 and 9.

A newcomer to the glassware list of top sellers was Libbey's 7-oz. margarita glass in the No. 2 ranking.

Bolero in gold, also from Libbey, placed No. 4. The Bolero in Tawney was No. 15. The Bolero pattern has been one of the strongest glassware items, and in its 24-pc. set combination it has proven itself a winner.

Wheaton's Sun Tea Jar, in the No. 6 place, up from No. 9 in 1980, proved that using the sun to make iced tea was not a passing fad. Sales in sun tea jars are expected to remain strong.

High Volume Eyed

The Jeannette punch bowl set, in the No. 3 spot, has been a strong item throughout the year, an indication of the continuing entertaining-at-home trend.

Dominating the cookware category was the General Housewares canner. That this is strictly a seasonal item, with sales concentrated between May and the end of July, is evidence of the strength of the item. It took the No. 1 spot despite its short selling season.

Since there is virtually no competitive product, and because the high cost of food will keep canning popular, this item will also be a standout during 1982.

Interestingly, the No. 2 item in cookware last year was the T-Fal 10-in. skillet which does not have a nonstick interior finish. This skillet took this high ranking despite the tremendous impact of SilverStone advertising and sales all during the year.

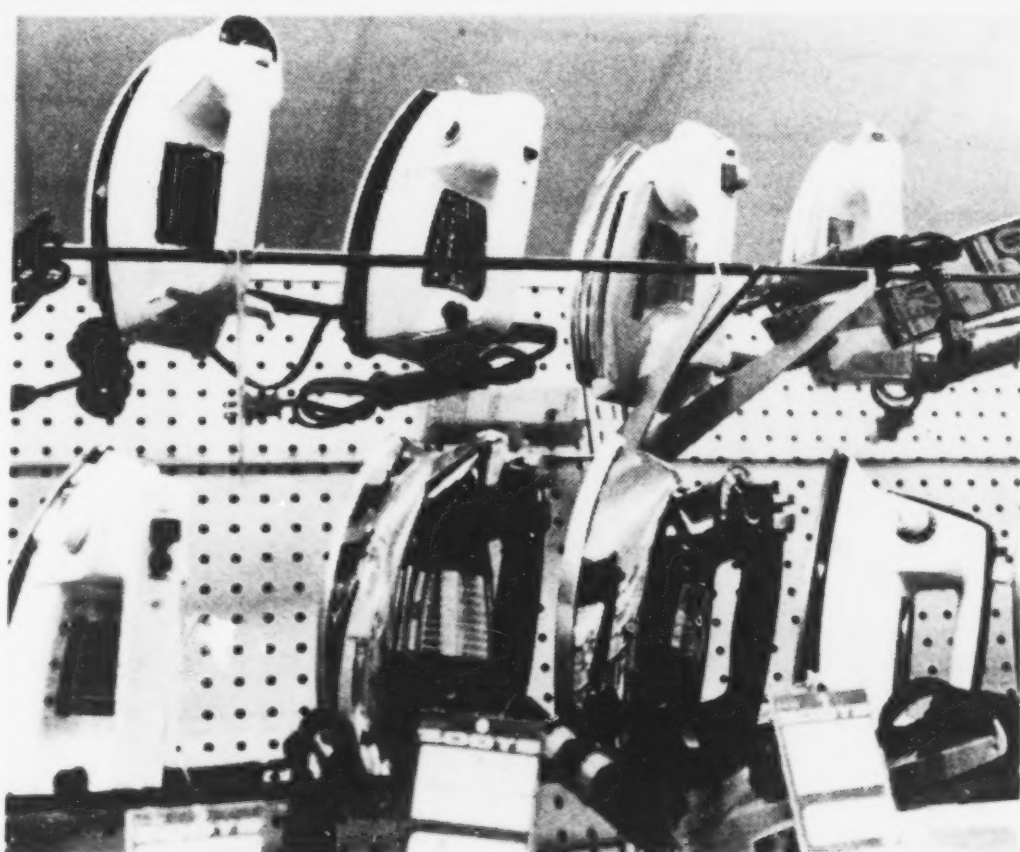
(Continued on page 43)

Merchandising Panel Planned

NEW YORK—The National Retail Merchants Association (NRMA) is sponsoring a two-day seminar June 7-8 on Merchandising Systems, Controls and Procedures, at the Barbizon Plaza Hotel in New York.

Programmed for specialty store owners and buyers, the seminars will cover turnover, gross margin, open-to-buy, inventory control, six-month plans, advertising and promotion and display and merchandise presentation.

Registration fee for members is \$240; for nonmembers, \$350. Registration information is available from the NRMA's Merchandise division, 100 W. 31 St., New York.



Metal-cased and lighter-weight plastic-cased irons are both part of Zody's steam iron assortment. A Las Vegas unit features traffic electrics on glass-shelved, pegged gondolas.

(DSN photo)

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 41)					
CORNING					
1	—	A-500-BN Chef Master Set, Spice	1,072	85.49	91,645.28
2	5	F-330-S French White 3-pc set	2,577	26.38	67,981.26
3	—	F-2 2½-qt oval casserole	2,818	19.34	54,500.12
4	—	A-500-7N Chef Master Set Wildflower ..	614	85.49	52,490.86
5	—	F-330 Set F-1, F-3, F-5 white	1,262	40.49	51,098.38
6	—	F-1 2½-qt round casserole w/lid, whi ..	2,422	19.34	46,841.48
7	—	F-3 1½ Pie/Quiche, white	3,893	11.69	45,509.17
8	—	F-370-S French White 10pc Hstss st ..	832	51.29	42,673.28
9	3	A-300-B C Kitchen Starter Set, Spice ..	838	50.39	42,226.82
10	—	P-1420 Counter Saver large, white	1,674	25.19	42,168.06
PYREX					
1	1	233 3-qt oblong bake dish	14,530	6.74	97,932.20
2	—	234 4-qt oblong bake dish	9,318	8.81	82,091.58
3	—	233-F Fireside 3-qt utility dish	7,829	7.19	56,290.51
4	10	3520-S 2-liter juice jug	11,372	4.49	51,060.28
5	—	6245-F Fireside 2-qt covered casserole ..	2,860	17.09	48,877.40
6	5	2330 3-qt utility dish w/basket	2,912	16.64	48,455.68
7	—	2325-F Fireside 2-qt bake dish	2,834	17.09	48,433.06
8	7	516 16-oz liquid measure	15,243	2.96	45,119.28
9	3	232 2-qt oblong bake dish	7,741	5.75	44,510.75
10	—	440-49S 4-pc mix bowl set A/Harvest ..	3,408	12.59	42,906.72

(Continued on page 43)

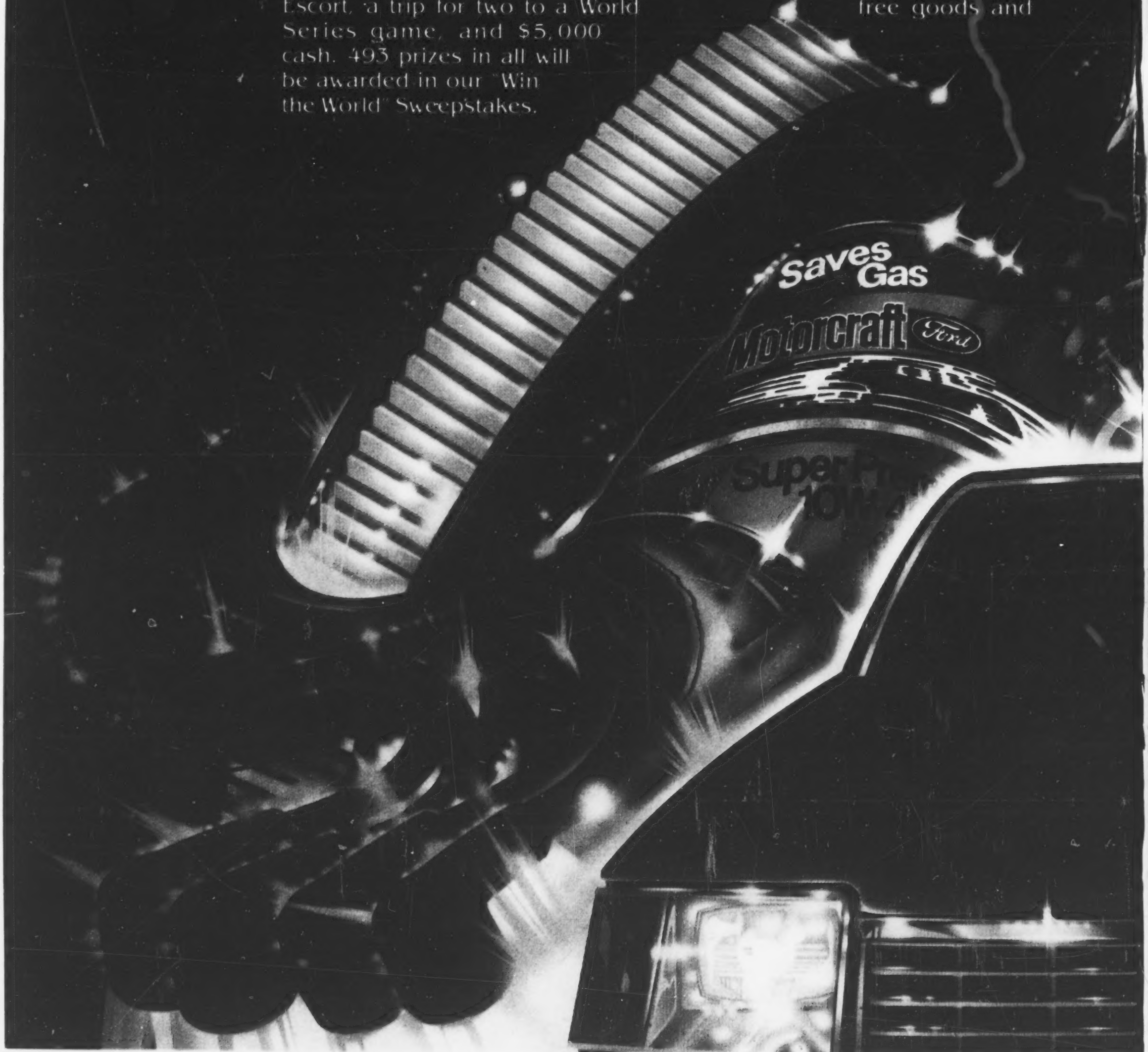
WE'RE GIVING RETAIL CUSTOMERS A CHANCE TO GET A \$9.50 REFUND AND A NEW CAR AND YOU A CHANCE TO TURN A WORLD OF PROFITS

It's the most mammoth Motorcraft program ever offered to direct accounts.

Shelf-emptying sales power with up to \$9.50 in consumer refunds on six fast-moving Motorcraft products retail customers buy most. Plus retail customers have a chance to win a 1982 Ford Escort, a trip for two to a World Series game, and \$5,000 cash. 493 prizes in all will be awarded in our "Win the World" Sweepstakes.

Counter men salesmen can win a 1982 Mustang GT, \$2,000 in cash, and a trip for two to the '82 All-Star Game in Montreal as top sales people.

And for you, there's a bundle of profits and promotional features. There are free goods and



HOUSEWARES

8th Annual PMA

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 42)					
BATH SHOP					
1	1	1107 Grayline lg shwr caddy	15,050	5.12	77,056.00
2	2	1101 Grayline shwr caddy	11,844	3.14	37,719.74
3	7	210C Kellogg bowl brush pistic	13,823	1.07	14,790.61
4	10	443 Selfix port wall/hand shwr	1,520	9.62	14,622.40
5	—	3300PM Borg scale sqr, brwn	858	16.19	13,891.02
6	3	C-441 Selfix shampoo spray	6,740	2.06	13,884.40
7	—	8080/8 Wall drip dry hanger	11,890	1.16	13,792.40
8	—	3300PM Borg scale sqr, white	809	16.19	13,097.71
9	—	3300PM Borg scale sqr, gold	732	16.19	11,851.08
10	—	2525LM Borg scale oval, almd	418	25.19	10,529.42
11	—	7210LM Borg scale rctnglr, wht	469	21.59	10,125.71
RUBBERMAID					
1	2	2894-C Roughneck rnd cn 32-gal, choc ..	3,440	25.64	88,201.60
2	3	2894-A Roughneck rnd cn 32-gal, avoc ..	2,609	25.64	66,894.76
3	7	2965-C Rect laundry basket, choc	9,865	5.75	56,723.75
4	1	2865-B Ice cube tray single pk	57,381	0.98	56,233.38
5	10	2979C Roughneck rect 30-gal, choc	2,022	25.64	51,844.08
6	4	2309-AL Slide-out dwrr 12", almd	5,069	10.16	51,501.04
7	5	2311-AL Slide-out dwrr 16", almd	4,282	11.06	47,358.92
8	—	2965-AL Rect laundry bskt, almd	7,524	5.75	43,263.00
9	12	2845-C Small rect wstbskt, choc	8,910	4.76	42,411.60
10	11	2937 Twin turntable, almd	9,350	4.31	40,298.50
11	—	2979-A Roughneck rct cn 30-gal, avoc ..	1,554	25.64	39,844.56

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
CLEANING & CHEMICALS					
1	3	900 National Corn brown economy	15,337	4.04	61,961.48
2	1	1185 Roll-O-Matic sponge mop	4,857	10.97	53,281.29
3	11	4001 Kellogg Capt Hook Angle broom ..	6,702	4.48	30,024.96
4	7	045 Quickie Automatic sponge mop	3,991	7.37	29,413.67
5	10	19-645 Ballonoff cprpr dstpn	14,849	1.70	25,243.30
6	2	00272 O-Cedar Angler broom	3,654	6.65	24,299.10
MICROWAVE*					
1	—	62304 Nordic Micro-Go-Round	6,945	50.39	349,958.55
2	—	MW-2 Corning Micro browning grill	3,851	29.24	112,603.24
3	—	63204 Nordic micro bacon/meat rack	13,488	8.09	109,117.92
4	—	Nordic Micro-Go-Round	1,872	50.39	94,330.08
5	—	MW-A-10 Corning 10" cvrd br skilt	2,698	28.34	76,461.32
6	—	PM469T1 Anchor Hocking mc bcn rck	8,916	6.52	58,132.32
7	—	MW-360 Corning Microwave set	904	51.29	46,366.16

*New category for the PMA.
These housewares figures, for calendar 1981, were supplied by Bacar, distributors, San Jose, Calif., and cover 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.



PRODUCT MOVEMENT AUDIT

Top Mfrs.

(Continued from page 42)

Close behind the T-Fal skillet was the Wear-Ever 10-in. skillet with SilverStone which took the No. 3 spot.

By now it would seem that every household in America has several teakettles in the kitchen, so strong has the category been throughout 1981. Nevertheless, teakettles continue to be a big category with sales projected to be just as healthy in 1982.

The PMA also proved with four Revere kettles among the top 15 items in cookware, consumers not only want kettles but are also buying quality items, not just looking for a low price.

The No. 1 and No. 2 items in the bath shop category remained the Grayline King Size Shower Caddy and the regular size shower caddy. These two items are not only strong basics but also lend themselves to price promotions, and discounters found them to be winners each time they were promoted. Their unit and dollar volume showed them to be, far and away, the best-selling items in the bath area.

Strong Impact

Because they represent big-ticket items, Borg scales also dominated the bath shop PMA, placing eight items among the top 15 sellers. If sales of the colors of the Borg square, rectangular and oval scales were combined, they would jump up even higher in the PMA rankings.

The No. 1 item in gadgets was the stainless steel steamer basket, an item that sold as both a basic and on price promotions. Even in these days of mechanization, hand can openers remained top sellers in gadgets. Swing-A-Way openers took the Nos. 2, 3 and 6 spots.

More Winners

Heading the list in the plastics category was the 30-gal. garbage can from Tucker, the biggest-selling size in this area and a strong seller during price promotions.

In the Nos. 2, 3 and 4 spots were Republic's Freezette sets, items which also reflected the strong interest in canning and storing foods.

The fastest growing category in the entire housewares section last year was microwave cookware.

Nordic's Micro-Go-Round was, by far, the biggest item in the category last year. As the PMA shows, Nordic, Corning and Anchor Hocking all have strong microwave items.

A relatively new microwave item, the Raytheon popcorn popper, made the PMA and took the No. 11 spot.

Despite the reported drop in microwave oven factory shipments during the first two months of 1982, microwave cookware sales are expected to continue strong on the West Coast.

WIN THE WORLD
SWEEPSTAKES

discounts on Motorcraft products. 100% bonus co-op advertising dollars. Baseball, telephone check, and mini-Mustang premiums. Plus all the free in-store promotional material you'll ever need.

NEW OFFERS ON MORE PRODUCTS.

Now get special discounts or premiums on Motorcraft Batteries,

Motorcraft

...FOR SURE

Motorcraft M
FL-1A
LONG LIFE
OIL FILTER

Motorcraft
Electronic
Tune-Up
Kit

AUTOMOTIVE

8th Annual PMA



Recession Aids DIY Repair Biz

Although sales failed to achieve a substantial increase last year in the automotive department for Stem Distributing, the category as a whole continued to be very strong, especially in needed repair items.

"People are continuing to try every means possible to hold onto their cars longer by patching up the trouble spots," said Steve Plecko, newly appointed auto buyer for the Maple Heights, Ohio-based distributor.

Leading the list of top dollar items for 1981 was the D&L hand cleaner, an item that benefited from the increase in do-it-yourself repairs last year. Movement of the 14-oz. cleaner represented \$207,164 in retail sales on the strength of unit volume of 181,723.

Improvement Reported

Sales started slowly last year, and began building in May, when interest rates eased. Even so, most discounters relied on basics to carry the weight of the entire category.

Polymer waxes was one category that grew substantially last year, and is expected to keep performing well in 1982. Chains responded by building assortments—in some cases putting five or six different products on their shelves.

However, that product proliferation, as generally happens, resulted in sharpening prices and eroding gross margins. Discounters who noted a 10% or better margin spread between the polymers and conventional waxes at the beginning of the year.

(Continued on page 50)

Stop & Shop Profit Up 52% For 1981

BOSTON—The Stop & Shop Companies, parent of Bradlees discount stores, reported record earnings of \$24,531,000 for 1981, a jump of 52% from 1980's \$16,147,000.

Sales for 1981 were a record \$2.2 billion, up 5.3% from \$2.1 billion.

The year's earnings, however, were reduced by \$3.3 million or 81¢ per share as a result of the LIFO method of valuing the company's supermarket and Bradlees inventories. This compares to a 1980 LIFO adjustment of \$5.3 million.

Included in the 1981 earnings was an after-tax gain of \$6.6 million from the divestiture of 19 supermarkets in New Jersey. The 1980 results had been reduced by \$4.1 million from the discontinuance of the company's Marlboro meat plant.

The general merchandise companies achieved favorable results for the year. Bradlees exceeded \$700 million in sales, generating over \$120 sales per square foot of selling space.

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
AUTOMOTIVE				
1	D & L hand clnr 14-oz 01-015	181,723	1.14	207,164.22
2	West sup beam F/21 lamp sy 6014	53,985	3.47	187,327.95
3	STP oil treatment 1015-26/24	69,935	2.34	163,647.90
4	Mobil synthetic oil qt/case	1,047	126.58	132,529.26
5	Fram oil filter Ford PH8A	34,656	3.57	123,721.92
6	Temp-prmr lt gray 12 3/4 ctn	47,388	2.35	111,361.80
7	STP 10W50 motor oil qt ctn	53,760	2.03	109,132.60
8	DuPont Rain Dance paste 14 oz	15,720	6.83	107,367.60
9	Gumout jet spray 7450 ctn	38,316	2.59	99,238.44
10	Armor All protectant 8 oz	35,472	2.61	92,518.92
11	Snap Fix-a-Flat aerosol	84,108	1.10	92,518.80
12	Fram oil filter Gen Motors	22,776	3.94	89,737.44
13	Westsuper beam headlight	26,724	3.31	88,456.44
14	Gumout carb cleaner 12 oz	39,515	2.19	86,537.85
15	Lee oil filter LF-1	27,828	3.04	84,597.12
16	DuPont Rain Dance liq wax pt	12,035	6.83	82,199.05
17	Woodhill super glue	66,135	1.22	80,684.70
18	Prestone brake fld 12 oz	45,191	1.74	78,632.34
19	West seal/beam sqr hdght	12,131	6.38	77,395.78
20	Air-cond refrig 14-oz FR12/M8-14	47,448	1.60	75,916.80
21	Temp-prmr-red oxide 12 3/4	31,968	2.35	75,124.80
22	Lee oil filter LF-25	20,904	3.55	74,209.20
23	Mobil spcl 10W30 pallet oil qt	2,080	33.87	70,449.60
24	Pylon 16-in wiper rfil	33,511	2.00	67,022.00
25	West seal beam rec hdght	7,374	8.94	65,923.56
26	Armor All protectant 16 oz	11,555	5.81	67,134.55
27	Fram oil filter PH25	16,344	3.90	63,741.60
28	Gunk engine brt aerosol EB1	32,640	1.92	62,688.00
29	Vatco car ramp 6500 lb	2,458	25.01	61,474.58
30	Coleman inflat-all 150	1,181	48.38	57,136.78
31	Westley Blue Poly 16 oz	5,592	10.06	56,255.52
32	Mobil spr plit oil 10W40 qt	1,500	36.03	54,045.00
33	Pylon 18-in wiper refill	26,922	2.00	53,844.00
34	Huffy 2-gal f/spout gas 4624	11,784	4.42	52,085.28
35	Fram oil filter Chrysler PH43	14,976	3.46	51,816.96
36	STP Son-of-a-Gun 8 oz	18,696	2.77	51,787.92
37	Lee oil filter	14,456	3.55	51,318.80

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
AUTOMOTIVE				
38	Westley Blue Poly paste	5,064	10.06	50,943.84
39	Prestone brake fluid qt	11,484	4.43	50,874.12
40	Turtle Wx hrd shll pst 14 oz	13,704	3.68	50,430.72
41	Lee Maxi oil fltr LF-25HP	12,396	4.03	49,955.88
42	STP gas trmnt 12 oz	25,872	1.93	49,932.96
43	Tradco auto trns fld type A	38,253	1.30	49,728.90
44	Lee Maxi oil fltr LF-1HP	13,056	3.78	49,351.68
45	STP gas treatment 8 oz	34,555	1.41	48,722.55
46	Temp-prmr dk gray 12 3/4	20,568	2.35	48,334.80
47	Lee oil filter LF-16	15,504	3.09	47,907.36
48	Huffy 5-gal gas can	4,872	9.46	46,089.12
49	Carol bstr cbl 8C812/1:2B/48312	5,627	7.62	42,877.74
50	Huffy 1-gal f/spout gs cn	13,454	3.17	42,849.18
51	Wynn's pwr strng fluid 14 oz	24,324	1.74	42,323.76
52	Prestone super flush 22 oz	16,321	2.57	41,944.97
53	Allison 6-amp btr chrg	1,333	31.18	41,562.94
54	Intrydynamic air-cond rchr kt	5,700	7.14	40,698.00
55	Woodhill Wht Knight bdy flt qt	8,808	4.51	39,724.08
56	Pet chem mini grs gun 7000	4,974	7.60	37,802.40
57	Lee Maxi air fltr AFL-91	7,824	4.82	37,711.68
58	AMP stand tune up	11,107	3.39	37,652.73
59	Frm oil filter PH3387	9,504	3.81	36,210.24
60	Snap brake fluid 12 oz S262	27,360	1.26	34,473.60
61	Turtle Zip cr wx/sh T75	8,688	2.08	34,394.88
62	ARCO Graphite mtr oil qt	15,048	2.27	34,158.96
63	Snap undrct 20 oz S 610	17,304	1.95	33,742.80
64	Johnson Kit wax 2662	10,140	3.25	32,995.00
65	Armor All prtctnt 4 oz 13040	20,880	1.58	32,990.40
66	Johnson acrylic kit 12 oz 2645	4,620	7.14	32,986.80
67	Pylon 16-in wiper blade	16,430	2.00	32,860.00
68	Woodhill rstprng 5 cans ARK1	1,980	16.50	32,670.00
69	Fram air fltr Chevy MO CA326	6,144	5.26	32,317.44
70	West min STP fl MBC1157/1034	44,594	0.72	32,107.68
71	Armor All prtctnt 32 oz 10320	4,067	7.76	31,559.92
72	Turtle Wax pishll 1-stp 1 qt T-560	3,384	9.28	31,403.52

(Continued on page 50)

Announcing Shell's Fire & Ice® Motor Oil

STASH THE CASH DAYS

May 28-July 31
\$1.50/Case Cash Rebate



Cash in on the strong existing demand for a trusted brand—Shell Fire & Ice® Motor Oil (10W-30, 10W-40 and 10W-50)—as car owners get set for summer trips. Purchase and promote Shell Fire & Ice Motor Oil May 28 through July 31, 1982, and receive \$1.50 per case

cash rebate from Shell. Set up an off-aisle or an end-cap display, advertise the display and you'll see how fast this popular motor oil moves—and how fast you can stash a real cache.

Call your Shell Sales Representative for full details so that you can earn some big money on the big mover in the big-volume middle-priced line—Shell Fire & Ice.



Los Angeles
Dave Gillespie
(714) 991-9200

St. Louis
Jerry Childs
(314) 291-5700

Chicago
Tom Walsh
(312) 887-5775

Detroit/Cleveland
Larry Polich
(216) 842-4000

Atlanta
Dave McHenry
(404) 955-4720

New York
Steve Jones
(201) 325-5497

AUTOMOTIVE

8th Annual PMA

Discount Special

Heres Proof...We Sell for Less!

\$1988

Car-ramp

Wal-Mart, Rogers, Ark., drives a hard bargain with its no-frills car ramp display featured along the store's main aisle, running through hard lines departments. (DSN photo)

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 49)				
AUTOMOTIVE				
73	Allison 6/2 amp btrr chrgr	913	33.58	30,658.54
74	Amp/std tune-up GM AMC	6,871	4.46	30,644.66
75	Lee Maxi oil fltr LF-24MP	7,500	4.03	30,225.00
76	Tradco auto trns fld type A gl	6,125	4.93	30,196.25
77	Pylon wpr delay cntrl 7101	2,382	12.14	28,917.48
78	Carol cbl plg WI 8CY 32901/32821	3,210	8.99	28,857.90
79	Lee Maxi air fltr AFL-92	5,970	4.82	28,775.40
80	Armor All cleaner 16 oz 30160	15,792	1.81	28,583.52
81	Lee oil filter LF-40	8,254	3.36	27,733.44
82	Lee Maxi oil fltr LF-16HP	7,224	3.81	27,523.44
83	Gunk foamy engn brght FEB-1	14,783	1.86	27,496.38
84	Ford oil filter FL1A	6,996	3.92	27,424.32
85	Turtle Wax zp wx cr wsh pwrdr T710	15,012	1.82	27,321.84
86	AMP/standardize distr C DRI976	6,680	3.98	27,302.80
87	Pet-chem lvr grs gun 7091	3,297	8.27	27,236.19
88	West seal bm hdight 4101/4001	8,196	3.31	27,128.76
89	Carol bstr cable 12 ft	1,668	16.08	26,821.44
90	Pet Chem lithium grease 14 oz	19,056	1.39	26,487.84
91	GE silicon w/shld gls seal 54W03	8,048	3.28	26,397.44
92	Woodhill super glue 5/5gram	14,804	1.76	26,055.04
93	Mobil spol mtr oil 10W30 qt	752	34.64	26,049.28
94	Turtle Wax plshl 1-stp pst	2,802	9.28	26,002.56
95	Woodhill White Knight bd fl gl WKD 40	2,056	12.41	25,514.96
96	Fram air filter GM	4,308	5.82	25,072.56
97	Temp update kt 1981 w/pnt 168OJ	63	396.24	24,963.12
98	Pet-chem grease F/7000 GU	9,863	2.53	24,953.39
99	Hydas Tradco trns slr-cndr	18,672	1.33	24,833.76
100	Carol btrr trmrsl universal CC1	26,232	0.94	24,658.08

Automotive PMA figures, covering the calendar year 1981, were supplied by Stern Distributing, a division of Cook United, Maple Heights, Ohio. The firm services 600 stores, including 480 discount stores, in 25 states. Average retail prices reflect typical price points for discount clients.



DIY Aided

(Continued from page 49)

ning of the year found the gap had narrowed considerably by year's end.

So far, though, the new class of waxes hasn't seriously hurt conventional wax sales, and manufacturers of those products aren't standing still: Several of them have already begun marketing campaigns to tell consumers there is no real difference—except price—between the two groups.

That conventional waxes were holding their own was evident on the Product Movement Audit for 1981.

DuPont's Rain Dance (14 oz.) finished eighth with 15,720 units moved at an average retail price of \$6.83. DuPont's liquid paste, also retailing at \$6.83 (average), ranked 16th.

The highest-ranking entry, Westley's Blue Poly, was No. 31 with a total dollar movement of \$56,255.52.

Whether the poly waxes will improve their lot in future listings largely depends on a reduction in price points that will, in turn, spur sales. Westley's poly entry, for example, retails for around \$10.06, placing it at the high end of the poly line.

Accessories with a functional use also made a strong showing on the yearly audit.

The West super beam F/21 lamp achieved the second spot on the chart on the basis of a strong holiday promotional effort by many discounters. The item had a yearly dollar movement of \$187,327.95. Other West products among the top 100 movers were a super beam headlight and a sealed beam headlight which finished 13th and 25th, respectively.

"We continued to see increased sales in basic repair-oriented items such as mufflers, shock absorbers and oil and air filters," said Plecko.

(Continued on page 52)

Remodeling Is Set For Duluth Target

MINNEAPOLIS—The Duluth Target store, originally opened in 1962, will be remodeled.

The sales area will be increased from 79,000 sq. ft. to 85,000, and the store will be equipped with new floor tile, carpeting, ceiling and fixtures. Completion date is July 1982.

SCOA's Sales, Net Increase For Year

COLUMBUS, Ohio—SCOA Industries, parent of Hills, reported an increase in net income from \$28.1 million to \$32.1 million for the fiscal year ended Jan. 30, 1982.

Sales increased to \$1,057.6 million from \$941.7 million.

In the fourth quarter, income increased from \$20.4 million to \$21.7 million and sales rose to \$335.2 million from \$322.8 million.

Take A Tip From The Professionals...

SPECTRUM!

Only Four Numbers Will Make Your D.I.Y. Sales Soar!

Part No. T-8250
Red/Orange/Yellow

Part No. T-8252
Beige/Bu. Gold/Brown

Part No. T-8253
Lt. Blue/Med. Blue/Dk. Blue

Part No. T-8254
White/Silver/Black

The popularity of Spectrum among professional installers has prompted Trimbrite to introduce this hot new stripe to the D.I.Y. market. Spectrum is the new side-by-side, multi-color stripe mated into a single 3/4" stripe by 40 feet. What's more, just four numbers are the most popular color combinations sold. So inventory is simplified.

With full-color packaging that shows the contents, your sales and profit will soar! Spectrum, great in itself, and a great compliment to the many other popular Trimbrite Tri-Color and Multi-Stripe products. Contact your Trimbrite sales representative today or call toll free 1-800-248-7800. Order today.

Spartan Plastics, P.O. Box 67, Holt, MI 48842

TRIMBRITE PRODUCTS

AUTOMOTIVE

8th Annual PMA



Neither Too Broad Nor Too Deep

The ongoing struggle to keep a representative mix in each department without unnecessarily loading up on inventory is in evidence at both Clover's Philadelphia store (left) and Wal-Mart's Rogers, Ark., unit. Both discounters work from a basics assortment, with few frills or high-ticket items. In the tire repair aisle, for example, the two discount chains divide and subdivide gondola space to put a streamlined mix on the shelf. Neither chain gets too broad or too deep. Catering to the do-it-yourself auto repair buff in such a way has kept discounters' automotive sales buoyant. (DSN photos)



New Profit Lift From Quaker State

Buy 45 cases of Super Blend 24/1 Qts. Get 5 cases FREE!

Buy 44 cases of Super Blend 6/1 Gals. Get 5 cases FREE!

Buy 72 cases of Super Blend 12/1 Qts. Plastic — Get 8 cases FREE!

Buy 38 cases of Super Blend 4/5 Qts. Plastic — Get 4 cases FREE!

Applies to orders received April 15 through May 31, 1982, and shipped at the earliest possible date. April 15 prices for featured product remains firm throughout. Case orders only. No purchase limit.

When you advertise Quaker State Super Blend exclusively, you'll receive 125% of your ad cost. (See our 1982 Retail Allowance Program).

Order today. Ask your Quaker State participating distributor, or Sales Representative about your free cases of Quaker State Super Blend.

Get a big profit lift from Quaker State.



Quaker State: Pipeline to profits.

DIY Aided

(Continued from page 50)

Two product lines not benefiting from the DIY trend are sparkplugs and tune-up kits, both of which continued to drop on the charts—the former due to the greater number of four- and six-cylinder cars on the road, and the latter from technological obsolescence. Increased sales of wire sets, although not appearing among the chart leaders, offset some of the slippage.

While mufflers and shock absorbers didn't make the top 100 movers, they did do well enough to warrant optimism as categories that will help future automotive sales, Plecko reported.

Oil and air filters occupied 12 of the top 100 places on the chart, with Fram's GM oil filter placing 12th on the strength of 22,776 units sold at an average retail price of \$3.94.

The chart doesn't show any results for specific models of tune-up parts, and for good reason. For some time chains have been aware parts are a dying category—because new cars are no longer manufactured with standard ignitions—and have stayed away from the items.

Sales of air and oil filters, which are tune-up related items, have rebounded, however. Sales had dropped when motorists cut back on the number of miles they were driving when the cost of gas began heading for the stratosphere. Last year's gas glut put more motorists on the road.

STP's oil treatment finished third on the PMA charts. Mobil's synthetic oil, backed by extensive national advertising, finished fourth on the chart and first among the oils.

Woolworth to Shut Distribution Center

NEW YORK—U.S. Woolworth/Woolco's Pacific distribution center in South San Francisco, Calif., will close permanently on or before June 1, 1982.

The decision to close was based on the company's desire to utilize its more modern facilities within the division's distribution system.

HEALTH & BEAUTY AIDS

8th Annual PMA


Tracking Sales Vital as Makers Boost Rivalry

By M. RAYMOND
PRENDERGAST
President

Boston Distributors

The marketing of health and beauty aids is continuing its transformation from art form to science:

- Manufacturers are dedicating themselves to research and development to build sales and market share (and the discounters who are investing with them are moving ahead with increased business).

- The chains are carefully monitoring sales and identifying declining products and categories to achieve higher sales with less inventory and greater profitability.

The jockeying for position and market share will continue throughout 1982.

The manufacturers will increase ad support for their product leaders, in an attempt to keep them on top, while competitors will continue rolling out new products and strategies to chip away at the market dominance of the front-runners.

Strengths Examined

Discounters will adjust their shelf assortments accordingly, closely tracking product movement and adjusting inventory to reflect the product winners.

In 1981, nowhere was this concept of pinpointing both declining items and those on the rise more evident than in our No. 1 category, deodorants.

Stick deodorants, dominated by Mennen, Old Spice and Brut, have shown steady growth over the past five years with Mennen's Speed Stick achieving the leading share in this area.

Procter & Gamble, seeing the growth potential of the segment, marketed antiperspirant solids under the Secret and Sure brand names. Three of the four sku's available in those brands climbed to the top 10 for 1981.

Another successful new entry was Gillette's Dry Idea, a roll-on supported by excellent marketing strategies.

Although Ban continues to control the strong roll-on segment, and placed second, Dry Idea jumped to No. 3.

Gillette's Right Guard remained the No. 1 item in the deodorant category. But, the decline of aerosols was evidenced by the fact that this was the only aerosol which made the top 15 listing.

The aerosol to watch in 1982 is Lever's Impulse which has been successfully launched in

(Continued on page 62)

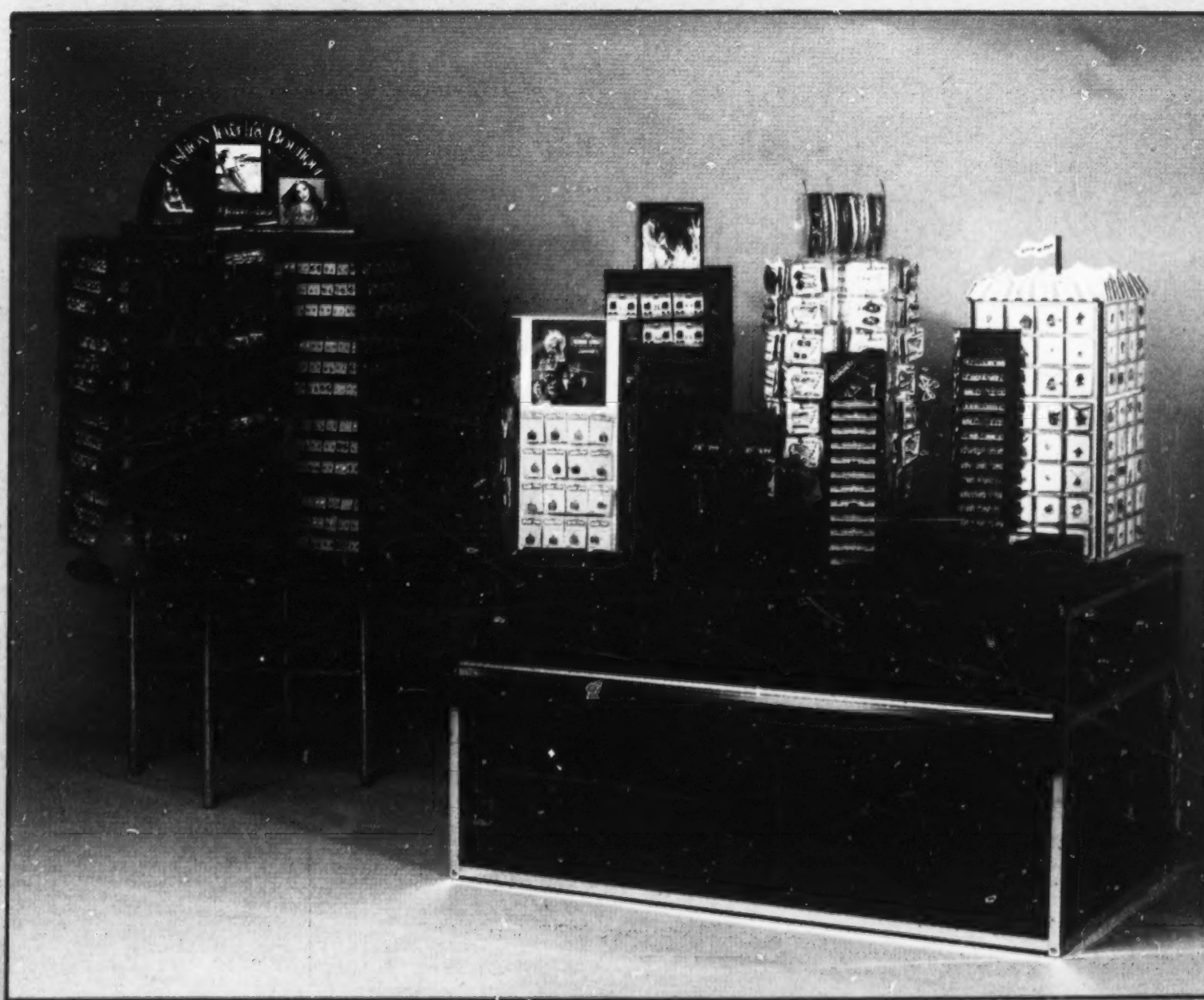
1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
SHAMPOOS					
1	1	Flex Shampoo Normal 16 oz	128,004	1.95	249,608
2	2	Flex Shampoo Extra Body 16 oz	71,256	1.95	138,949
3	4	Flex Shampoo Oily 16 oz	69,852	1.95	136,211
4	6	Head & Shoulders Lotion 15 oz	31,344	3.99	125,063
5	12	Head & Shoulders Lotion 11 oz	42,816	2.88	123,310
6	3	Head & Shoulders Cndtn Ltn 11 oz	41,798	2.88	120,378
7	5	Prell Shampoo Liquid 16 oz	39,024	2.68	104,584
8	21	Vidal Sassoon Shampoo G30 12 oz	33,456	3.03	101,372
9	7	Silkience Shampoo Extra Body 15 oz	36,000	2.77	99,720
10	10	Vidal Sassoon Shampoo G30 8 oz	40,092	2.40	96,221
11	8	Flex Shampoo Dry & Damaged 16 oz	49,260	1.95	96,057
12	11	Head & Shoulders Cndtn Ltn 15 oz	21,702	3.99	86,591
13	15	Clairol Condition Shmp Nrm 16 oz	39,348	2.10	82,631
14	51	Jhirmack Shampoo EFA 8 oz	29,616	2.47	73,152
15	8	Prell Shampoo Tube Concentrate 7 oz	26,820	2.68	71,878
PROFESSIONAL HAIR CARE					
1	2	Clairol Luminize Kit 4 oz	7,981	3.48	27,774
2	—	Pantene Shampoo Concentrate 16 oz	5,593	3.89	21,757
3	15	Pantene Nn Arsl Hair Spray Ultra 12 oz	6,272	2.86	17,938
4	3	KMS Nela Shampoo 8 oz	3,809	4.48	17,064
5	7	Hennalights Shampoo Blonde 7 oz	7,339	2.27	16,660
6	4	Jojoba Bean Hair Trtmnt 2.6 oz	6,397	2.58	16,504
7	6	Hennalights Shampoo Brnt 7 oz	7,190	2.27	16,321
8	1	KMS Protein Rinse 8 oz	3,595	4.48	16,106
9	5	Jojoba Bean Shampoo 8 oz	7,101	2.26	16,048
10	13	Tresemme Hot Oil 1 oz	13,331	0.83	11,065
11	12	Hask Tiazolin Perm Aid 2.5 oz	6,678	1.64	10,952
12	11	Hask Tiazolin Cream Tube 2.5 oz	6,163	1.64	10,107
13	—	Hennalights Shampoo Red 7 oz	4,335	2.27	9,840
14	—	Pantene Enrichment 8 oz	5,533	1.73	9,529
15	14	Clairol Luminize Packette	9,515	0.92	8,754

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
CREME RINSES & CONDITIONERS					
1	1	Flex Balsam with Body 16 oz	106,848	1.97	210,491
2	2	Flex Balsam Regular 16 oz	85,632	1.97	168,695
3	3	Silkience Conditioner Extra Bdy 15 oz	32,370	2.71	87,723
4	21	Enhance Instnt Cndtnr Regular 16 oz	29,766	2.73	81,262
5	22	Enhance Instnt Cndtnr Dry 16 oz	26,238	2.73	71,630
6	7	Flex Conditioner Oily 16 oz	31,782	1.97	62,611
7	6	VO 5 Hot Oil Trtmnt 4-Pck HOT-4	15,738	3.73	58,703
8	9	Vidal Sassoon Fnsing Rns G60 8 oz	23,424	2.41	56,452
9	—	Flex Conditioner Extra Body 16 oz	26,208	1.97	51,630
10	24	Vidal Sassoon Fnsing Rns 12 oz G62	17,184	2.99	51,380
11	11	Tame Cndtnr Cln Rns Extr Bdy 16 oz	22,032	2.33	51,335
12	4	Silkience Conditioner Regular 15 oz	18,696	2.71	50,666
13	14	Wella Balsam with Body 16 oz	25,596	1.92	49,144
14	17	Tame Cndtnr Cln Rns Normal 16 oz	19,674	2.33	45,840
15	—	Flex Conditioner Dry & Dmgd 16 oz	23,220	1.97	45,743
CURLERS AND PERMS					
1	1	Rave Soft Perm Refill #3182	25,998	3.40	88,393
2	5	Rave Soft Perm Extra Curly Refill	23,010	3.40	78,234
3	2	Toni Silkwave Perm Regular #1121	19,902	3.77	75,031
4	8	Lilt Push Button #34440	15,402	4.29	66,075
5	4	Toni Silkwave Perm Super #1131	16,710	3.77	62,997
6	6	Lilt Special #34050	20,748	3.03	62,866
7	7	Lilt Regular #32750	16,726	3.77	59,287
8	12	Lilt Super #32380	12,798	3.77	48,248
9	10	Toni Silkwave Perm Gentle #1111	11,925	3.77	44,957
10	9	Rave Soft Perm Extra Curly Kit	6,456	5.56	35,895
11	—	Rave Body Only Refill	7,884	4.54	35,793
12	13	L'Oreal Extra Body Perm Nrm 1 D1091	11,718	2.84	33,279
13	3	Rave Soft Perm Kit #3180	5,756	5.56	32,003
14	11	Toni Curl Free Kit #1520	5,712	5.36	30,616
15	30	Lilt Soft Perm	7,764	3.94	30,590

(Continued on page 62)

A Fashion Jewelry Alternative!

Would you like to see excitement
and turns in this high profit department?



Accessories Associates Inc. will provide the dynamic service program your stores need!

You'll have nationally known brand names and popular licensed products — unique in the industry. All merchandise is top quality, manufactured and shipped direct from the largest factory in Providence, RI.

Accessories Associates means fabulous merchandise with a great service program. And the best gross margin deal around!

To find out more about Accessories Associates Inc. call Jack Flynn, V.P. Operations toll free: (800-556-7694).

ACCESSORIES ASSOCIATES INC.

"THE ALTERNATIVE"

11 Maple Street
North Providence, R.I. 02911
800-556-7694

New York Showroom
390 Fifth Avenue
Suite 507
New York, N.Y. 10018
212-684-5850

Chicago Sales Office
180 East Pearson Street
Suite 5006
Chicago, IL



Tracking Sales

(Continued from page 61)

several European countries. Backed by an impressive marketing campaign including attractive point-of-sale materials, heavy television expenditures and lucrative promotional allowances, it is expected Impulse will be well-received by the trade. Lever is launching Impulse this month. The longevity of the product depends on whether or not Lever's perceived need for a body deodorant is as viable on this continent as it has been overseas.

Shampoos, our second-largest category, were led by Flex which captured the top three spots in the annual audit. Revlon, outspent by several brands in advertising, supported Flex with lucrative trade allowances and consumer rebates in order to achieve this high ranking.

Vidal Sassoon and Jhirmack, realizing the potential of professional hair treatment lines, marketed their professional products for the mass market. This strategy has proven extremely successful. Sassoon jumped to Nos. 8 and 10 on the PMA; Jhirmack to No. 14.

Many retailers are now taking this concept a step further by adding complete professional beauty product departments consisting of shampoos, conditioners, perms and hair sprays.

Marketing toiletries containing natural ingredients is another strategy which has taken hold. These products, contain-

(Continued on page 63)

Food, Rx Depts. Are Broken Out In '82 Directory

NEW YORK—Due to a discountland boom in food merchandising and Rx departments, those departments are identified and indexed in a new 1982 *Directory of Discount Stores*.

The Rx departments, which exist in 40% of all discount store chains, and food departments which are in all Wal-Mart, Woolco, Zayre and Murphy's Mart stores and 500 T.G. & Y. units, will be added to listings which already include several company-operated and leased categories.

The 1,223-page directory provides details on 425 discount store companies operating 8,000 stores, including sales and square foot information. Also included is a listing of 1,600 catalog showrooms, 150 leased department operators, and 11,000 executives and buyers throughout the discount industry.

The directory is published by Chain Store Guide, a division of Lebhar-Friedman Inc. (which also publishes *Discount Store News*). Copies are available at \$125 from Lee Appel, Chain Store Guide, 425 Park Ave., New York, N.Y. 10022; tel. 212-371-9400.

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 61)					
HAIR SPRAY					
1	2	Aqua Net Hair Spray Super 10 oz	131,796	1.17	154,201
2	1	All Set Hair Spray Gold Extra 19 oz	77,448	1.79	138,632
3	3	Miss Breck Hair Spray 9 oz	67,176	1.84	123,604
4	4	Adorn Hair Spray Hard To Hold 9 oz	46,836	2.58	120,837
5	5	Aqua Net Hair Spray Regular 9 oz	85,440	1.17	99,965
6	6	Aqua Net Hair Spray Unscented 9 oz	79,032	1.17	92,467
7	8	Miss Breck Hr Spr Spr Unscentd 9 oz	47,940	1.84	88,210
8	11	Adorn Hair Spray Unscented 9 oz	31,776	2.58	81,982
9	7	All Set Hair Spray Blue Firm 19 oz	43,656	1.79	78,144
10	9	Adorn Hair Spray Regular 9 oz	28,572	2.58	73,716
11	13	Rave Hair Spray Extra Hold 7 oz	45,564	1.60	72,902
12	10	Miss Breck Hair Spray Regular 9 oz	38,208	2.84	70,303
13	12	Adorn Hair Spray Ultimate 9 oz	26,232	2.58	67,679
14	19	Just Wndrfl Hr Spr Spr Hd To Hd 9 oz	47,748	1.17	55,865
15	20	White Rain Hr Spr Extra Hold 7.5 oz	30,324	1.72	52,157
DEODORANTS					
1	1	Right Guard Deodorant 10 oz	86,224	2.68	231,080
2	2	Ban Roll On Deodorant Rglr 2.5 oz	72,886	2.35	171,282
3	8	Dry Idea Roll On Regular 2.5 oz	51,314	2.79	143,166
4	2	Mennen Speed Stick Regular 2.5 oz	76,966	1.65	126,994
5	6	Secret Sid Antsprnt Regular 2 oz	58,068	2.12	124,104
6	12	Sure Solid Antiperspirant 2 oz	49,956	2.12	105,907
7	7	Brut 33 Deodorant Stick 2.5 oz	86,888	1.19	103,397
8	9	Sure Sid Antsprnt Unscented 2 oz	41,328	2.12	87,615
9	—	Mennen Spd Stick Antspr Fr 2.5 oz	35,616	2.04	72,657
10	4	Ban Roll On Deodorant Rglr 1.5 oz	45,396	1.54	69,910
11	—	Ban Roll On Deodorant Unscentd 2.5 oz	28,368	2.35	66,665
12	11	Mitchum Roll On Deodorant 1.5 oz	28,974	2.21	64,033
13	15	Dry Idea Roll On Ddrnt Unscentd 2.5 oz	22,434	2.79	62,591
14	27	Sure Roll On Deodorant Rglr 2.5 oz	24,912	2.46	61,284
15	13	Mennen Speed Stick Spice 2.5 oz	35,484	1.65	58,549

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
LOTIONS, CREAMS AND MOISTURIZERS					
1	1	Oil of Olay 4 oz	150,966	4.04	609,903
2	3	Oil of Olay 6 oz	52,440	5.88	308,347
3	2	Noxzema Cream Jar 10 oz	68,790	2.67	183,669
4	10	Night of Olay Cream 2 oz	30,120	4.61	138,852
5	8	Vaseline Intensive Cr Ltn Rglr 15 oz	37,314	2.74	102,240
6	9	Noxzema Cream Jar 6 oz	40,422	1.87	75,589
7	4	Vaseline Intensive Cr Ltn Rglr 10 oz	38,340	1.72	65,945
8	17	Noxzema Skn Cr 14 oz Spc #4573	25,188	2.44	61,459
9	11	Keri Lotion 6.5 oz	18,612	3.14	58,442
10	15	Olay Vitalizing Cream 2 oz	12,648	4.58	57,928
11	16	Jergens Lotion 15 oz	20,964	2.64	55,345
12	13	Vsln Intnsv Cr Ltn Extr Strngth 10 oz	31,800	1.72	54,696
13	12	Wet Ones Disposable Towels 70's	34,632	1.52	52,641
14	5	Vaseline Intensive Cr Ltn Rglr 24 oz	13,188	3.93	51,829
15	28	Noxzema Cream Jar 4 oz	35,472	1.46	51,789
FEMININE HYGIENE					
1	2	Massengill Dpsbl Dc Vgr & Wt 2-Pk	54,528	1.30	70,886
2	8	Massengill Dpsbl Dc Cnt Flwr 2-Pk	60,148	1.30	65,192
3	—	Massengill Dpsbl Dch Mdctd 2-Pck	29,940	2.04	61,078
4	1	Summers Eve Hrbl Dpsbl Dch Twin	53,688	1.07	57,446
5	3	Summers Eve Rglr Dpsbl Dch Twin	50,484	1.07	54,018
6	4	Midol Tablets 30's	22,770	2.18	49,639
7	7	Summers Eve Vg & Wt Dpsbl Dc Tw	44,988	1.07	48,137
8	6	Pamprin Tablets 24's	22,044	1.82	40,120
9	5	Shy Flding Syringe 25	7,742	5.04	39,020
10	12	Massengill Dpsbl Douche Hrbl 2-Pck	26,892	1.30	34,960
11	9	FDS Spray Regular 1.5 oz	16,974	1.98	33,609
12	10	Massengill Powder Packets 12's	14,172	2.18	30,895
13	49	Midol Tablets 60's	7,596	3.30	25,067
14	14	Massengill Liquid 4 oz	11,442	1.99	22,770
15	11	Pamprin Tablets 48's	8,286	2.74	22,704

(Continued on page 63)

One Great Brand

No other Christmas tree can stand up to the Mountain King.

Because the Mountain King is the only recognized brand name in Christmas trees, permanent or otherwise. It's a name that has gained consumer trust, loyalty and acceptance tree after tree.

It's the only Christmas Tree that's a tradition. And it's no secret why, either.

Only the Mountain King has sustained TV advertising year after year.

It's the only Christmas tree that has consistently received broadcast support. Almost a decade of TV, in all.

Which is why people will ask for, and pay more, for a tree labelled Mountain King than one of similar panel construction.



8th Annual PMA

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 62)					
BABY PRODUCTS					
1	1	Q Tips Cotton Swabs 300's	117,672	1.83	215,340
2	2	Johnson & Johnson Bby Shmp 16 oz	48,972	3.77	184,624
3	3	Jhnsn & Jhnsn Bby Pwdr Ecmy 14 oz	67,680	2.21	149,573
4	4	Johnson & Jhnsn Bby Pwdr Fmly 24 oz	32,064	3.51	112,546
5	5	Baby Fresh Wipes 80's	35,052	2.91	102,001
6	7	Baby Fresh Wipes 40's	66,060	1.51	99,751
7	10	Johnson & Johnson Bby Pwdr Lrg 9 oz	42,684	1.92	81,953
8	8	Q Tips Cotton Swabs 170's	64,884	1.25	81,105
9	6	Vaseline Intensive Cr Bby Pwdr 24 oz	38,616	2.08	80,321
10	12	Vaseline Petroleum Jelly 7.5 oz	43,104	1.85	79,742
11	16	Vaseline Petroleum Jelly 3.75 oz	64,536	1.20	77,443
12	9	Johnson & Johnson Bby Shmp 11 oz	27,456	2.67	73,308
13	23	Diaperene Wash Cloths 70's	44,988	1.51	67,932
14	21	Desitin Ointment 4.25 oz	31,200	2.17	67,704
15	13	Johnson & Jhnsn Bby Ol Ecmy 16 oz	19,044	3.46	65,892

EYE AND EAR PREPARATION

1	2	Bausch & Lomb Saline Solution 8 oz	48,804	2.13	103,953
2	1	Barnes Hind Wetting Solution 2 oz	33,180	2.88	95,558
3	4	Bausch & Lomb Saline Solution 12 oz	30,342	2.73	82,834
4	7	Soflens Cleaning Tablets 24's	12,186	6.09	74,213
5	3	Bausch & Lomb Disinfecting Sltm 12 oz	19,932	3.42	68,167
6	8	Bausch & Lomb Daily Cleaner 1.5 oz	23,532	2.78	65,419
7	6	Visine Eye Drops Plastic 15cc	33,516	1.70	56,977
8	5	Visine Eye Drops Plastic 30cc	20,022	2.67	53,459
9	14	Bausch & Lomb Lens Lubricant 0.5 oz	12,336	2.77	34,171
10	9	Liquifilm Wetting Solution 60cc	11,358	2.96	33,620
11	12	Murine Plus 0.5 oz	19,710	1.64	32,324
12	13	Prell 1.5 oz	12,192	2.57	31,333
13	11	Barnes Hind Titan 2 oz	7,308	4.27	31,205
14	27	Soaclens 4 oz	11,616	2.68	31,131
15	10	Barnes Hind Sglt Skng Sltm 4 oz	10,134	3.04	30,807

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
DIET PRODUCTS					
1	1	Dexatrim Extra Strngth Cpsls 20's	40,416	3.78	152,772
2	4	Dexatrim Extra Strngth Cpsls 40's	13,188	6.37	84,008
3	2	Dexatrim Capsules 28's	20,052	4.00	80,208
4	9	Sweet 'N Low Packettes 500's	9,720	5.30	51,516
5	11	Sweet 'N Low Packettes 100's	37,752	1.31	49,455
6	16	Control Capsules 14's	19,092	2.33	44,484
7	14	Control Capsules 28's	11,448	3.76	43,044
8	6	Dexatrim Capsules 56's	6,240	6.54	40,810
9	5	Appedrine Tablets 30's	12,828	2.80	35,918
10	12	Dietac Capsules 14's	13,260	2.76	36,598
11	3	Prolamine Super Strength Tblts 20's	11,856	3.07	36,398
12	10	Permathene-12 Capsules 24's	10,320	3.27	33,746
13	23	Sweet 'N Low Packettes 250's	12,144	2.70	32,789
14	—	Dietac Mxmm Strngth Cpsls 20 Cnt	9,288	3.41	31,672
15	8	Dietac Capsules 28's	5,928	4.54	26,913

ANALGESICS

1	1	Bufferin Tablets 100's	115,458	2.63	303,655
2	2	Anacin Tablets 100's	111,804	2.32	259,385
3	4	Tylenol Capsules Extra Strength 50's	68,538	3.00	205,614
4	6	Tylenol Capsules Extra Strength 100's	39,330	4.99	196,257
5	3	Bayer Aspirin Tablets 100's	94,980	1.93	183,311
6	5	Excedrin Tablets 100's	63,672	2.85	181,465
7	7	Tylenol Tablets 100's	60,432	2.89	174,648
8	9	Tylenol Tablets Extra Strength 100's	38,400	4.13	158,592
9	10	Tylenol Tablets Extra Strength 60's	47,628	3.00	142,884
10	8	Anacin Tablets 200's	27,096	4.42	119,764
11	12	Bufferin Tablets 225's	20,742	5.67	117,607
12	11	Bayer Aspirin Tablets 300's	21,678	4.74	102,754
13	18	Tylenol Tablets Extra Strngth 30's	44,274	1.78	78,808
14	13	Anacin Tablets 300's	12,894	5.84	75,301
15	14	Excedrin Tablets 225's	11,550	6.16	71,148

(Continued on page 65)



Tracking Sales

(Continued from page 62)

ing ingredients such as aloe, keratin and vitamin E, are being marketed by a number of firms with a promising degree of success. This segment should grow significantly when major manufacturers inject millions into advertising natural products.

Aloe has already received the attention of major manufacturers in the skin lotion category. The Andrew Jergens company has introduced a new lotion with this ingredient.

In the skin lotion category, Gillette demonstrated its marketing strength by introducing another winner, its apricot-based Aapri facial scrub.

These products, although strong new entries, will be hard-pressed to outdistance the perennial front-runners in the category. The 1981 PMA for lotions and moisturizers was once again led by Oil of Olay, which placed all four sku's in the listing with the 4-oz. lotion taking the top spot. All four sizes of Vaseline Intensive Care and Noxzema Cream Jar also ranked among the top 15 sellers in the category.

During 1981, Boston's fastest growing H&BA category was eye care. Leading the increase was Bausch & Lomb with its Saline Solution, 8 oz., taking over the No. 1 spot from the Barnes Hind Wetting Solution.

Technological advancements in the manufacture of soft lenses created a new market supporting a variety of items. Bausch & Lomb, the leading manufacturer of the soft lenses, successfully marketed a product line in lens care. Five of these items were among the top 15 in the category.

Even more impressive than Bausch & Lomb's gains in control over the eye care category has been Thompson Medical's domination of diet aids. After four years of dramatic growth, this category has slowed down due to a variety of factors. These include negative publicity regarding a diet pill ingre-

(Continued on page 65)

Sears Registers 2 Proposed Offerings

CHICAGO—Sears, Roebuck has filed registration statements with the Securities and Exchange Commission covering two proposed public offerings of debentures totaling \$600 million principal amount.

The offerings include \$300 million principal amount of 6% debentures due in 1993 and \$300 million principal amount of 6% debentures due in 2000. Goldman, Sachs and Dean Witter Reynolds, a Sears subsidiary, will co-manage the group of underwriters expected to make the offering.

A spokesman said the net proceeds will be added to the general funds of the company and initially will reduce short-term borrowings.

Begets Another.

Each and every Mountain King Wreath is made with the same care that goes into Mountain King trees.

They come decorated, ready for hanging, in sizes ranging from 15" to 18" to 20" to 24".

But most important, they come in a special outer box clearly labelled Mountain King for positive brand identification.

Let us all recognize that the new Mountain King Wreath will become the only significant wreath with a brand name in the industry.

And as you now suspect, the only brand of Christmas Wreath which will be advertised on television. For a merry Christmas in 1982.

After all, it is a Mountain King.[®]

Introducing Mountain King Wreaths.

HEALTH & BEAUTY AIDS

8th Annual PMA



Tracking Sales

(Continued from page 63)
dient known as PPA, and the growing acceptance of fad diets.

Sweet & Low, a big loser during the saccharin scare in the 70's, has bounced back to the Nos. 4, 5 and 13 positions in the PMA.

The shave cream category, reflecting the effect of the recessionary environment, saw Barbasol, a low-priced promotional brand, shoot ahead of both Edge and Foamy to take the No. 1 position in the regular scent. The lime and menthol scents in Barbasol took the No. 5 and 6 positions.

The audit in blades and razors also reflected increasing consumer awareness of price. Disposables showed the biggest gains in the category with Good News Razor 6-pack jumping to the No. 4 spot from No. 21 in 1980. The Bic Shaver in the 5-pack put-up rose to the No. 6 spot after ranking No. 20 in 1980.

But, Atra Cartridge 10's, at the high end of the retail spectrum, maintained its leadership of the blades and razors category by holding the No. 1 and No. 3 rankings.

Problems Seen

Generics, a recently launched category at Boston, has been somewhat disappointing.

One reason for this is that H&BA buyers continue to emphasize private label products, and they are reluctant to invest in both private label and generic products.

In addition, generics have become a price-footballed and highly competitive area which does have to be advertised.

Even though, generics as a total category hasn't been outstanding, there are a couple of items which have been exceptionally good. Movement in cotton swabs, No. 1 in the PMA, has been excellent. Nos. 2 and 8, disposable razors and alcohol, have also been good sellers in the category.

One category which has been largely exempt from some manufacturers' all-out efforts to take market share from the traditional leaders is baby products. Here, Johnson & Johnson continued to be the leader, placing six items among the top 15 in the category.

Federated's Net Up 18% For '81

CINCINNATI—Federated Department Stores reported net earnings of \$258.5 million for the fiscal year ended Jan. 30, 1982, up 17.9% from \$219.3 million the previous year.

Sales jumped 12.2% to \$7.1 billion over the prior year's \$6.3 billion.

The company's Gold Circle discount store division opened a new store in Severance Center, near Cleveland, and the firm's Gold Triangle division was shuttered.

Table with 6 columns: 1981 \$ Rank, 1980 \$ Rank, Item, Unit Movement, Average \$ Retail, Total \$ Movement. Section: SHAVE CREAMS. Rows 1-15.

Table with 6 columns: 1981 \$ Rank, 1980 \$ Rank, Item, Unit Movement, Average \$ Retail, Total \$ Movement. Section: BLADES AND RAZORS. Rows 1-15.

Table with 5 columns: 1981 \$ Rank, Item, Unit Movement, Average \$ Retail, Total \$ Movement. Section: GENERICS*. Rows 1-15.

*New category for the PMA.

H&BA figures for the calendar year 1981, supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio, cover 600 stores, including 360 discount stores in 18 states. Average retail prices listed by the distributor reflect typical price points for discount clients.

6 Targets to Crash San Antonio Area

MINNEAPOLIS—Target Stores, in spring 1983, will open six stores in San Antonio, a new market for the chain.

O. C. Adams, executive vice president of store operations, said four of the units will be 100,000 sq. ft. The other two will be 80,000 and 70,000.

Target's move into San Antonio will significantly increase its penetration of Texas. In March the chain opened a store in Beaumont, another new market for Target. Another March opening in Houston brought the discounter's total store count in that city's area to 14.



We mean business.

Make way for the motor oils that move. The Exxon team of five quality motor oils has been developed to answer all of your customers' needs.

Look to us as one source

that will satisfy every segment of the do-it-yourself market. Our line leads off with four fuel-saving motor oils: super-premium Uniflo® 10W-40

and premium Exxon Extra™ 10W-40 for gasoline engines; XD-3™, our heavy duty 30 grade, and Exxon Extra 10W-30 for gasoline and diesel engines. Our economy-priced single grade oil, Exxon Plus™, completes the line.



Our total program of support for wholesale distributors and qualified mass merchandisers includes free goods, generous new product and co-op advertising allowances, and highly effective modular display racks.

Our strong advertising program builds consumer awareness and increases demand for Exxon products.

To get the motor oils that mean business; contact your Exxon Sales Representative or the Project Manager/Mass Merchandising, Exxon Company, U.S.A., P.O. Box 2180, Houston, Texas 77001. Phone (713) 656-5118.



HARDWARE

8th Annual PMA



Plumbing, Paint, Electrical Areas Seen Promising

Hardware buyers for Stem Distributing, Maple Heights, Ohio, expect sales to rebound in 1982 as many of the distributor's customers replenish their depleted inventories.

Particularly strong showings are expected from the electrical, plumbing and paint categories, all of which enjoyed prosperous 1981 sales.

A sluggish economy during most of 1981 took its toll at the retail and wholesale levels, according to the distributor.

Throughout 1981 all segments of the hardware industry worked to squeeze extra volume from a tough retail environment. As a result, both the distributor and its customers increased promotional efforts.

Vendors, too, sported monthly and seasonal specials, and also held in-store road shows to keep up business.

All year round, buyers played inventories close to the vest.

An unusually wet spring hurt seasonal sales and even when the weather broke many buyers resisted building inventories because it was too much of a risk that late in the season.

By midyear, sales were running about 15% behind 1980's first-half sales.

To build business, Stem put together a flyer for one of its customers for the first time, supplying it with all of the goods advertised. The flyer, a 12-page, newspaper-distributed insert, contained roughly 150 sku's—"a good mix of automobiles, hardware, plumbing, electrical and sporting goods items," according to one Stem buyer.

Last year, in lawn and garden, "many of our retail customers stopped ordering in May, which hurt us. The season gets under way in late March and April, so the lack of May orders indicated stock levels remained too high for our customers to reorder," explained Steve Plecko, Stem's hardware buyer.

However, ironically, sales

(Continued on page 67)

Danners Has 21% Sales Rise in '81

INDIANAPOLIS—Danners' unaudited sales for its fiscal year ended Jan. 30, 1982, rose 21.3% to \$143.4 million, compared to \$118.3 million the previous year.

For the fourth quarter of the most recent fiscal year, sales increased by \$8.7 million from the year before, or 21.9%.

Danners opened five new 3D discount stores during the fiscal year, including one in Scottsburg, Ind., and four in Michigan: Lapeer, Midland, Owosso and Port Huron.

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
GENERAL HARDWARE					
1	1	LW5 Yale entrance lockst bxd	21,612	11.49	248,321.88
2	2	LW1 Yale entrance lockst bxd	15,358	11.49	176,463.42
3	3	1500D Master padlock comb	52,546	2.73	143,450.58
4	4	105AL-C SE Storming door closer	17,102	5.17	79,404.40
5	6	SK85 Sec adjstbl door closer	9,080	4.34	39,407.20
6	—	SK15 Sec storm dr lth w/o lock	7,595	5.01	38,050.95
7	9	V3211A US3 Yale single deadbolt	2,641	14.16	37,396.56
8	12	500D Master padlock warded	16,760	2.11	35,363.60
9	8	SK600 Security knob latch clos	6,485	5.09	33,008.65
10	7	V80 Yale tumbler-spring catch	3,526	8.71	30,711.46
11	—	V3221A US Yale deadbolt	1,385	20.79	28,794.15
12	10	SK950 SEC pushbutton latch set	4,960	5.73	28,420.80
13	13	SK 125 SEC adjust hyd door clos	4,824	6.06	28,121.44
14	14	F800CG Taylor night latch	5,585	4.93	27,534.05
15	—	V3221A-5 Yale boltlok bdl cylinder	1,133	24.07	27,271.31
BLACK AND DECKER					
1	2	7308 7 1/4 Circular saw	12,264	33.08	405,693.12
2	1	7127 3/8 Drill VSR	13,488	24.71	333,288.48
3	3	79-003 Workmate single htg	4,568	53.14	242,743.52
4	8	9330 Dustbuster	7,996	30.35	242,678.60
5	4	7404 Sander dblins	6,492	24.43	158,599.56
6	5	7504 Jig Saw dblins	10,256	15.46	158,557.76
7	10	7190 3/8 Drill VSR-lock	3,680	34.41	126,628.80
8	7	7104 3/8 Drill dblins	6,626	18.01	119,334.71
9	11	79-009 Workmate 27-in dual htg	1,389	85.25	118,412.25
10	13	7004 1/4 Drill dblins	8,327	13.89	115,662.03
11	15	79-020 Bench Top Workmate	2,515	39.73	99,920.95
12	—	7580 Jig saw variable speed	2,956	29.91	88,413.96
13	9	7300 5 1/2 Circular saw	2,879	29.70	85,506.30
14	—	7436 Sander dual act 1/2 shi	2,218	35.80	79,404.40
15	14	7600 Router 3/4 hp ball bearing	2,199	32.86	72,259.14

(Continued on page 67)



The Whirlybird air vent, like numerous other products, served as a floor-to-ceiling wall display in Wal-Mart, Rogers, Ark. These wall displays help get more product out on the selling floor.

(DSN photo)

MULTIPLY YOUR PEERLESS® PLUS

PEERLESS OFFERS THE MOST EXTENSIVE LINE

At Peerless, we've always believed that selling our faucets should be as easy as installing them. That's why we've developed a dealer support program no one in the industry can match.

Just look at the list of pluses we offer and you'll quickly see why Peerless should be the one source for all your faucet needs.

We give you effective merchandising and advertising support, plus product innovation, to help you move more product off the shelf.

And when it comes to innovation, being first comes naturally to Peerless. Since we introduced the washerless faucet to the do-it-yourself market, we've gone on to be first with No Tools hookup and flexible copper tubing, plus TV

advertising, do-it-yourself point-of-sale films and displays, illustrated instructions, and full color packaging.

But that impressive list of "firsts" doesn't mean we're going to rest on our laurels. Our commitment is to continued growth and leadership in the do-it-yourself industry. And our dealer support program is designed so you can grow right along with us.

Put the Peerless Plus Factor to work for you and watch your sales multiply.

PEERLESS FAUCET



PEERLESS FAUCET CO.
A DIVISION OF MASCO CORP. OF INDIANA
55 E. III ST., BOX 40980
INDIANAPOLIS, INDIANA 46280

HARDWARE

8th Annual PMA

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 66)					
PAINT SUNDRIES					
1	1	40011 WD-40 rust prtvt 9 oz	114,564	2.00	229,128.00
2	2	LN601S Macco lqd nail adhesive	98,133	1.39	136,404.87
3	—	101-01-gal Thompson wtr seal	7,056	11.54	81,426.24
4	—	025 Touch-n-Foam insln spray	13,992	5.43	75,976.56
5	3	938-Tap-90 EZ 3-pc prt st	29,036	2.60	75,493.60
6	4	40015 WD40 multi-use lub	3,168	2.48	54,130.96
7	8	01103 Savo pt/rmvr paste strypee	5,232	10.33	54,046.56
8	5	200BX Krazy Glue 0.07 oz	49,398	1.09	53,843.82
9	—	01102 Pt/rmvr paste strypee	12,744	3.44	43,839.36
10	13	E701 Borden crpntr WD glue 8 oz	27,504	1.57	43,181.28
11	6	LC130 White Macco acrylic ltx clk	22,680	1.79	40,597.20
12	—	500-092-90 EZ 9-in rlr frm	17,508	2.20	38,517.60
13	10	GE 2561/372 white tub seal 3 oz	16,302	2.31	37,657.62
14	—	201-Wht Easy Clkr fm caulk	11,280	3.32	37,449.60
15	15	1304S/G104-AO-73 EZ 4-pc brsh st	19,512	1.85	36,097.20
PAINT					
1	1	0013 Formby 32-oz fmtr fnshr	7,152	8.54	61,078.08
2	2	1501 Borden krylon gloss white	12,456	2.43	30,268.08
3	12	0010 Formby 16-oz fmtr fnshr	5,472	4.60	25,171.20
4	4	1601 Borden krylon gloss blk 13 oz	9,384	2.43	22,803.12
5	—	100 Waterlox trnsprnt gal	1,728	12.54	21,669.12
6	9	NTTC NY bronze chrome spray pt	9,599	1.94	18,622.06
7	5	2766/7792 13 oz Rust glass white	6,648	2.75	18,282.00
8	13	634/7779 13 oz Rust glass black	6,600	2.75	18,150.00
9	7	1613 Borden krylon semiffat blk	7,140	2.43	17,350.20
10	11	88 Deththane CLR plyrthn gloss gal	904	17.60	15,910.40
11	3	0032 Formby Intrc To Rfnshng	1,404	10.57	14,840.28
12	—	0015 Formby 8-oz lemon oil	7,188	2.04	14,663.52
13	—	89 Deththane CLR plyrthn gloss	2,448	5.97	14,614.56
14	—	62 Delt c/sar semigloss	2,706	5.36	14,504.16
15	—	0014 Formby gal fmtr fnshr	552	25.62	14,142.24

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
POWER TOOLS					
1	1	943 Wen 7-in sander plshr	1,862	48.78	90,828.36
2	15	574 Skil 7 1/4 13/4 hp crclr saw	1,700	43.09	73,253.00
3	—	W-280 Wagner power painter	659	98.44	64,871.96
4	3	919/PR19 Wen 3-in belt sander	949	48.78	46,292.22
5	—	584 Skil var/rev 3/8 drill	1,268	32.24	40,880.32
6	—	490 Skil st/line/orbital sndr	651	55.13	35,889.63
7	6	T6601-16 McGraw Ed 5-in bench grid	903	36.05	32,553.15
8	—	2200 Wen drill crdlss rev 3/8	595	44.33	26,376.35
9	—	487 Skil jig saw 2-speed	661	39.51	26,116.11
10	12	16/L25 Lenk 25W sldrm iron	4,159	5.84	24,288.56
11	7	T6741-16 McGraw Ed 3/8 drill press	296	69.29	20,509.84
12	—	2501 Dremel moto kit/25 acces gl	445	43.36	19,295.20
13	—	396 Ver/Amer RTR/jig saw table	793	24.26	19,238.16
14	—	8651 3-M dust mask	8,681	2.14	18,577.34
15	8	2000 Wen 10-in elctrc chain saw	344	50.55	17,389.20
HOME IMPROVEMENT					
1	1	G2420 Grbg bg HD 26-gal/20cn	49,632	2.54	126,065.28
2	3	6-ft Wood stepladder special	2,162	26.50	57,293.00
3	—	100 Bede dryer vent heat saver	10,500	5.08	53,340.00
4	—	310 Blk Natco rub mting 36x105	175	250.57	43,849.75
5	—	8x50 Poly sheeting 4-mil clear	4,136	9.20	38,051.20
6	—	36-in/736 Screen wire aluminum 7 ft	8,420	4.29	36,121.80
7	—	6x50 Poly sheeting 4-mil clear	5,064	7.05	35,701.20
8	15	40302-36-1 Peer chain PRF-1/4-100	259	135.11	34,993.49
9	—	453 Bede water heater blanket R-6	2,960	11.83	35,016.80
10	—	10x25 Poly sheeting 4-mil clear	6,639	5.12	33,991.68
11	5	2-ft x 4-ft x 1/8 Pegboard	24,916	1.26	31,394.16
12	—	32x42 Plaskolite 0.100 clear pldc	2,624	11.49	30,149.76
13	13	28x32 Plaskolite 0.100 clear pldc	3,860	7.74	29,876.40
14	—	30x60 Plaskolite 0.100 clear pldc	1,901	15.61	29,674.61
15	—	30x36 Plaskolite 0.100 clear pldc	3,110	9.34	29,047.40
(Continued on page 68)					



Promising Areas

(Continued from page 66)

were strong in hoses.

"We had a lot of rain last year, so the last thing you'd have expected to sell well were garden hoses, but for some reason they moved well," Plecko said.

The buyer said it was still too early to predict this year's results, but so far, sales in the category were slow.

A year ago, sales were off in many categories, including hand tools, where category-wide price increases took their toll.

Price hikes were 12% to 15% at wholesale, or about a \$1.50 jump in the wholesale ticket of an item. By the time the tool reached the store, the price had increased \$3 to \$4. This turned many customers away from buying well-known labels and toward off-label, lower-priced tools.

For the year, the Toro trimmers/weeder moved up from the runner-up spot in 1980 to be the top dollar mover. The item represented sales at the retail level of \$129,526.01, up from the prior year's \$113,891.31

Second place this time around went to Bag-A-Bug Beetle Trap with a unit movement of 13,339 and an average retail ticket of \$7.98. The item didn't appear on 1980's listing of top dollar movers.

(Continued on page 68)

Gen. Mdse. Stores Up Newspaper Ad Payout 2% in '81

NEW YORK—Major general merchandise stores, a category including K mart, Woolco and Zayre, increased newspaper advertising expenditures from 1980 levels by 2.1% in 1981, according to the Newspaper Bureau of Advertising.

The increase in newspaper dollars spent was one of the smallest among retail categories—department stores increased by 10.1%, apparel and accessory stores grew by 12.8% and shoe stores' advertising was up 20.4% for the year. Newspaper ad dollars spent by variety stores were up 5.4%.

Total retail advertising expenditures, according to the NAB, hit \$9.6 billion in newspapers for 1981, a 12.4% increase from 1980. Major general merchandise stores accounted for \$596.2 million, while department stores spent \$2.1 billion in the year. Variety stores spent \$38.7 million.

Newspaper advertising from auto supply stores, tire stores and service stations jumped 14.8%, accounting for \$279.6 million.

Val Corradi, vp-automotive at the NAB, said: "The auto aftermarket has become more significant. People are keeping their cars longer and taking better care of them. The stores who sell to this DIY segment of

(Continued on page 68)

SALES BY THE FACTOR.

OF WASHERLESS DO-IT-YOURSELF FAUCETS.

PLUS Good, Better, Best and Designer displays

PLUS No Tools hookup

PLUS Washerless construction

PLUS Full color retail packaging

PLUS Easy installation aids (CLINCHERS™ AND SUPER SUPPLIES™)

PLUS Complete parts program and Plan-O-Grams

PLUS Point-of-sale films

PLUS Co-op advertising program

PLUS National consumer print advertising

PLUS TV advertising

PLUS 5 or 10-year limited warranties

HARDWARE

8th Annual PMA



K mart, Lodi, N.J., is tagging its private label latex enamel paint at \$13.96, almost \$1 more than the shelf price put on Lucite's white interior enamel, retailing at \$12.99. (DSN photo)

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 67)					
LAWN & GARDEN					
1	2	51225 Toro trimmer/weeder 900	4,953	28.17	139,526.01
2	—	1-6901 Bag-A-Bug beetle trap	13,339	7.98	106,445.22
3	—	500/501-50 Colorite vinyl hose	31,630	3.26	103,113.80
4	—	615 K/S Line trimmer 1/2 hp electric	2,018	28.21	77,107.78
5	—	51325 Toro trimmer/weeder 1100	1,239	61.63	76,359.57
6	—	575875 Signet hose 3/8 radial Z-7	5,967	12.51	74,647.17
7	—	1020 Diston G/shear cdles w/power	2,689	26.22	70,505.58
8	—	XR1150 Elec prod bug killer 1/2 ac/e	872	79.87	69,646.64
9	—	SLR Temp round point shovel	8,910	6.67	59,429.70
10	3	58-P Keller leaf/lawn rakes-221	21,840	2.64	57,657.60
11	—	1001 Hitco spintiller two-tone	3,390	15.85	53,731.50
12	11	SB14 Temper bow rake	7,772	6.74	52,383.28
13	—	1511-50 Colo: 1/2 vinyl/tire-cord	8,365	6.10	51,026.50
14	—	61 Melnor rain osc sprinkler	9,228	5.48	50,569.44
15	5	SL22 Temper springback leaf rake	6,193	7.86	48,676.98
TOOLS					
1	2	T50 Arrow staple gun chrome	10,048	16.15	162,275.20
2	1	TX9 Bernz fuel cyl	58,189	2.69	156,528.41
3	3	UL100 Bernz propane blow torch	12,210	10.00	122,100.00
4	10	OX-2500 Bernz tote torch kit	3,033	36.77	111,523.41
5	9	PL425 Stanley tape 25-ft powerlock	8,393	11.76	98,701.68
6	—	82-0PK Weller 100/140W soldergun	4,403	21.43	94,356.29
7	7	PL316 Stanley 16-ft powerlock tape	7,179	10.03	72,005.37
8	—	K110 USM Multihead rivet tool	8,081	7.86	63,516.66
9	15	PL12 Stanley 12-ft powerlock tape	8,608	6.37	54,832.96
10	—	32001 Swingline elec nailgun	1,212	42.28	51,243.36
11	13	99 Stanley utility knife	16,541	3.03	50,119.23
12	6	JT25 Bernz torch kit plastic box	2,345	21.41	49,573.30
13	—	OX-9 Bernz oxygen cylinder	8,438	5.80	48,940.40
14	11	PL320 Stanley 20-ft powerlock tape	4,518	10.73	48,478.14
15	—	JT21 Arrow staple gun	5,251	9.08	47,679.08
(Continued on page 70)					



PRODUCT MOVEMENT AUDIT

Promising Areas

(Continued from page 67)

In paints, the strength of the category was mostly in wood stain and brush paint items. Spray paints, especially those in the epoxy, chrome and gold finishes, also performed well. The category did "very well" in 1981, according to buyer Walt Krekel, registering a 9% increase over 1980's figures.

This year, the buyer bolstered his mix, adding the complete Du Pont line to his selection. This "will benefit many of our customers because they'll be able to buy as little as a case, cutting down on overstocks," Krekel said, noting that on direct-from-the-manufacturer buys, quantity orders are much higher.

For the second year in a row, Formby's 32-oz. furniture refinisher was the category's top mover, representing \$61,078.08 worth of sales at the retail level, a slight increase over the \$56,759.04 tallied in 1980. The manufacturer's 16-oz. entry in the wood refinishing market also made a strong showing, placing third. The item placed 12th in the previous PMA.

Krekel was less optimistic about the home improvement category. With major discounters such as Woolco, Jefferson/Ward, Wal-Mart and T.G. & Y. discontinuing their home improvement departments in recent years, the distributor also found category sales disappointing.

"We just barely broke even in 1981, and I'm not sure 1982 will be a vast improvement," said

(Continued on page 70)

Gen. Mdse. Stores

(Continued from page 67)

the market are becoming more competitive."

The automotive specialty retailers accounted for 2.9% of total retail advertising in newspapers.

Among other specialty stores, apparel and accessory stores spent \$444 million for newspaper ads, shoe stores paid \$75.1 million, jewelry stores accounted for \$145.3 million and gift, novelty and souvenir stores spent \$16.2 million.

Gift, novelty and souvenir stores increased ad dollars 11.7%, and jewelry stores increased expenditures by 14.6%.

Women's and girls' advertising was the greatest part of apparel and accessory advertising, amounting to \$216.4 million. Men's and boys' advertisements hit \$101 million.

General merchandise and apparel stores together reached a total of \$3.7 billion in newspaper ads in 1981.

In apparel subcategories, women's and girls' advertising was up 13.7%, men's and boys' increased 14.8% and family/infants gained 9.9%. Lumped together, general merchandise and apparel stores increased 9% in newspaper advertising over 1980.

WHEN YOUR CUSTOMERS COME UNGLUED,

WELDIT IS THE NAME THEY REMEMBER.



More people ask for Weldit All Purpose Cement than any other brand*. And now, Hermetite Products offers Weldit All Purpose Cement, plus a wide range of popular adhesive products for the home.

When you go with Hermetite, you're sure to have what your customers want. From tough, dependable adhesives for hundreds of household repairs to safe, easy-to-use glues for the hobbyist.

Hermetite's bright, bold packaging attracts attention. And the easy-to-understand instructions help your do-it-yourself customers select the right Hermetite Adhesive with confidence.

Hermetite Products, with over 60 years of experience developing, manufacturing and marketing quality adhesives, is proud to bring you Weldit All Purpose Cement—the sales leader for over 25 years.

Put the proven sales leader in your profit picture. One call to your Hermetite sales representative can line you up with the one line that will fill all your adhesive needs. And put greater profits in your pocket.



Contact:
HERMETITE
PRODUCTS, INC.
6500 Glenway Avenue
Cincinnati, Ohio 45211
1-800-543-3016
In Ohio 1-513-661-8211



*(Product Movement Audit, August 1981)

HARDWARE

8th Annual PMA



Promising Areas

(Continued from page 68)

Krekel. One of the lines the buyer is pinning his hopes on is roll plastics for window insulating, a "real hot item" in 1981. Another is a line of artificial grass in three colors.

The distributor ran ads promoting the new line this spring and the response so far "has been favorable," according to Krekel. The item retails for about a \$1.53 per foot.

Poly and plastic sheeting were the most visible product lines on the chart, accounting for nearly half of the top 15 places in home improvement. The continued success of the items is rooted in the need for home insulation products that can reduce heating costs.

Plumbing and electrical items fared extremely well in 1981, according to buyer Wayne Dixon.

In the electrical category, sales were strong year-round in this mostly basic business.

A perfect example, Dixon noted, was the result of the category's top dollar mover, the Romex 12/2 250-ft. extension cord with guard. "The item sold very well throughout the year. It did a steady business rather than spurting at a particular time."

Keeping Pace

Dixon added that most electrical items sold well despite the lack of new housing starts in the area which Stem covers. Many of the 7,029 Romex units were sold throughout the year to sophisticated DIYers who needed the cords to complete work on extra rooms added to houses and for garage maintenance and other home-related repairs or remodeling. The Romex cord showed a total dollar movement of \$234,557.73.

As for plumbing, Dixon said sales were "excellent, better than expected," a prime reason being the severe winter weather that had enveloped much of the Midwest.

Water heaters sold extremely well due to constant breakdowns caused by an overbearing demand for hot water on 1981's coldest days. Consumer demand for new units pushed the NSRT 40-gal. heater to 12th place on the audit with a total dollar movement of \$33,701.90. It didn't place among the top movers in 1980.

In power tools, Black & Decker's sales increased, in part because the distributor cut back on its other power tool resources.

Overall prices increased 12% last year, as Black & Decker passed along its own cost increases.

In other power tools, Stem trimmed sku's, consistent with its total plan narrowed assortments, to improve its own turns. In the future, the distributor will probably go with one or two national vendors instead of the present three. Dollars in the category do not justify the breadth of lines Stem now carries, one buyer noted.

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 68)					
ELECTRIC					
1	—	12/2 Romex w grd 250-ft per box	7,029	33.37	234,557.73
2	1	SL-1K Flor shop lit comp 40W-48-in	10,563	16.15	170,592.45
3	—	CFL22 Con-Serv fluor light screw-in	10,034	9.93	99,637.62
4	—	50-ft 12/2 Romex w ground boxed	9,805	9.88	96,873.40
5	2	DR600RS Lutron UL rotary dimmer	20,719	4.35	90,127.65
6	5	U100 Alliance tena-rotor automt	1,293	61.66	79,726.38
7	—	1/2 Conduit 10-ft	36,214	2.03	73,514.42
8	—	34256 Norelco mercury vapor light	1,482	47.05	69,728.10
9	3	AP15X Flor U-cab fix w/c outlet	7,984	7.07	56,446.88
10	11	3354 50-ft 16/3 Rd ext cord outdoor	4,529	8.08	36,594.32
11	—	12/2 UF w/grd 250-ft per box	799	45.72	36,530.28
12	—	3302 46799 100-ft 16/3 Rd ex cord	2,505	13.67	34,229.68
PLUMBING					
1	—	1/2 M Hard copper 10-ft	62,070	3.46	214,762.20
2	—	ST5 40 NSFR 40-gal gas heater 5 year	930	155.75	144,847.50
3	—	Mark II B grade toilet comb wht	2,316	54.89	127,125.24
4	1	88TM Wht Al Amer wood toilet seat	11,093	7.08	78,538.44
5	—	1/2 CPVC pipe 10-ft	35,267	2.22	78,292.74
6	2	560 U-Plm toilet tank repair kit	13,201	5.33	70,361.33
7	—	920 Wheeling 20-gal sheet can	6,410	9.04	57,946.40
8	6	PM3600 Flo plastic pump-pedestal	732	75.44	55,222.08
9	—	ST5 30 NSRT 30-gal gas heater 5 year	254	147.83	37,548.82
10	3	PC3600 Flo cast iron pump-pedestal	439	82.83	36,362.37
11	—	NE 3322 Neptune 22x33SS sink	875	39.10	34,212.50
12	—	ST5 40 2SRT 40-gal elec water heater	230	146.53	33,701.90

These hardware figures, for the calendar year 1981, were supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio. The firm services 600 stores, including 480 discount stores, in 35 states. Average retail prices reflect typical price points for discount clients.



Caldor, Framingham, Mass., took advantage of the spurred interest in home fire detection and protection devices with this backwall mass-display unit topped with Kidde fire extinguishers. (DSN photo)



CONSUMER ELECTRONICS

8th Annual PMA

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
VIDEO GAMES, CARTRIDGES				
1	Atari CX2600 video computer syst	34,831	136.33	4,748,510.20
2	Atari CX2649 Asteroids	32,717	23.89	781,609.13
3	Atari CX2632 Space Invaders	28,387	19.61	556,669.07
4	Atari CX2638 Missile Command	22,857	19.69	450,054.33
5	Mattel 2609 Intellivision	1,883	222.60	419,155.80
6	Atari Pro 600 g/f, bsktbl, hm rn	5,794	29.93	173,414.42
7	Activision AG008 Laser Blast	10,217	14.29	146,000.93
8	Atari Pro 500 st rcr, bwing, air sea	4,740	29.93	141,868.20
9	Atari CX2622 Breakout	8,644	14.94	129,141.36
10	Activision AG005 skiing	8,548	14.20	121,381.60
11	Activision AG002 boxing	8,226	14.20	116,809.20
12	Activision AG007 tennis	7,029	14.24	100,092.20
13	Activision AG001 dragster	6,800	14.24	96,832.00
14	Atari CX2648 video pinball	4,802	19.69	94,551.38
15	Atari CX2613 Adventure	4,650	19.69	91,558.50
RADIOS/TV's/CALCULATORS				
1	Sharp 19E 73/19F72/19-in clr TV	1,935	289.80	560,763.00
2	Sharp EL220/211 LCD 8 digit	9,583	7.27	69,668.41
3	Mura HI-3 AM/FM radio w/hd set	1,762	36.75	64,753.50
4	Sharp EL1071S printer w/mem	1,104	49.21	54,327.84
5	Sharp 13E21/13F22/13-in clr TV	203	250.00	50,750.00
6	Sharp EL323/315S key mem LCD	6,025	8.21	49,465.25
7	Sharp VC7400 video csstt rec	74	614.04	45,438.96
8	Sharp 3K82/12-in B&W TV	509	77.00	39,193.00
9	Sharp EL824 credit card calc	3,880	9.99	38,761.20
10	Sharp EL325/326 solar calc	3,261	11.72	38,218.92
11	Sharp EL506 3-key mem 8 dig	1,655	18.53	30,667.15
12	Sharp EL1188 hand-held prnt/dsply	712	36.72	26,144.64
13	Sharp EL1182 printer w/display	342	59.05	20,195.10
14	NS105 thin 8-digit LCD calc	1,500	11.38	17,070.00
15	NS99 LCD 8-digit case/bat	1,830	7.25	13,267.50

(Continued on page 72)



Chains like Zayre, here in Hialeah, Fla., still find best movement in 19-in. color and 12-in. black and white televisions. But small screen sets with and without radios are big warm weather sellers. (DSN photo)



PRODUCT MOVEMENT AUDIT

More Hot Sales Seen For Home Entertainment

The sluggish economy is helping to build consumer electronics sales.

"In a bad economy, consumers look for more home entertainment," commented Helen Henley, consumer electronics buyer of Myron Nickman distributors, a division of Cook United, Maple Heights, Ohio. She attributed the firm's 60% increase in consumer electronics business in 1981 largely to increased sales of home entertainment items, especially video categories.

"It's a very strong market for video and I think we'll see substantial growth in the category in 1982," Henley said, "with video continuing to become bigger than audio."

Unlike some categories where consumers are shy about spending big dollars, home entertainment is an area where quality considerations exceed price consciousness. "Consumers are looking for better quality products for the whole family to enjoy. They want products that last a long time and units they can build onto in the future."

Promising Area

Thus the success of video games, a category whose sales in discount stores outpaced sales of most other consumer electronics categories.

As evidenced in Myron Nickman's Product Movement Audit figures for 1981, Atari's game system and cartridges were top movers. Eight Atari games showed up in the top 15 list.

Mattel ranked second in video game hardware with its Intellivision, but moved substantially fewer units. Activision placed five game cartridges in the top 15 list.

Henley believes Mattel, as well as other new video game and cartridge makers, will make substantial headway in the market share game this year.

"Intellivision is around to stay," said the buyer. "It's second behind Atari, but it's still a very viable company."

Mattel's game cartridges—Space Battle, Armor Battle, Major League Baseball, PGA Golf—although not ranked in the top 15 list, were good volume movers for Nickman.

"Game cartridge sales figures can be very misleading," said Henley, "especially because you have late introductions that don't show up."

She compares the game cartridge business to the record industry. "In most cases the new games hit the top 10 and stay there maybe six to nine months, then they become ordinary sellers."

Asteroids, Atari's new entry last year, earned top billing on the charts; this year, Atari's

(Continued on page 72)

Easy does it.

Everything about Dow Corning® 100% Silicone Rubber Caulks and Sealants is easier. Including the way they sell.

An extended, 20-year warranty and an improved, easier-to-use formula head the list of features today's energy-conscious homeowner expects from Dow Corning 100% silicone rubber caulks and sealants marketed by DAP.

An extensive product line with unique, award-winning, full-color packaging makes it easier for your customers to identify and buy what they need without increasing your selling time.

A full schedule of consumer ads and new P.O.P. display units and materials will help you increase turns during peak selling seasons.

It's all part of a growing package of benefits Dow Corning 100% silicone rubber caulks and sealants offer you and your customers.

Easier to buy.

Nothing beats the ease of ordering all your caulks and sealants from a single source, your DAP sales representative. Make your product selections from a full line of both organic and silicone products. Your order is processed and shipped as a single order—saving you shipping costs; administrative time; paperwork and simplifying inventory control.

Easier to sell.

Throughout the year, DAP will be offering special trade and consumer promotions on Dow

Corning's line of silicone caulks and sealants. Each consumer promotion is backed with in-store P.O.P. materials to call attention to the special offer. It all adds up to increased profit for you.



For more information on how to increase your caulks and sealants profits in 1982, contact your DAP representative or write Silicone Product Manager, DAP Inc., P.O. Box 277, Dayton, OH 45401.

We make it easier to do it better.

DAP

DOW CORNING®

DOW CORNING

DAP is a registered trademark of DAP Inc. DAP Inc./Home Products Division of Schering-Plough Dayton, OH 45401

DOW CORNING is a registered trademark of the Dow Corning Corporation, Midland, MI 48640

© Dow Corning Corporation, 1982

CONSUMER ELECTRONICS

8th Annual PMA



More Hot Sales

(Continued from page 71)

Pac Man is expected to move into that position.

Like the recording industry, the video game business has its "classics" that remain top sellers even after the newness wears off. One such, Atari's Space Invaders, was the second biggest selling game cartridge last year.

Also scheduled to make headway in sales in consumer electronics departments' video areas during the coming year are home computers, Henley said. "We're carrying Atari home-computer systems and planning to get into others. Everybody feels home computers are very much the future."

Video cassette recorders (VCRs) are also viewed as a growth area.

In television sales, the top mover continues to be 19-in. color sets, followed by 13-in. color sets. Little change is expected in that area.

Upswing Noted

In audio products, the PMA showed cassette tapes have come on strong. "Eight-tracks are a dying breed. More and more consumers are moving to cassettes," Henley reported. She also noted a price war taking place among cassette tape manufacturers vying for larger market shares.

Certcon C 60/30 blank cassette tapes at a low 79¢ retail were the distributor's biggest unit mover, with 67,440 units sold.

In other categories, low-end LCD calculators were top movers as were lower-priced basic telephones.

But, Henley sees the trend in calculators and telephones changing. Higher-priced solar calculators are gaining ground, she said, as are higher-priced new cordless phones.

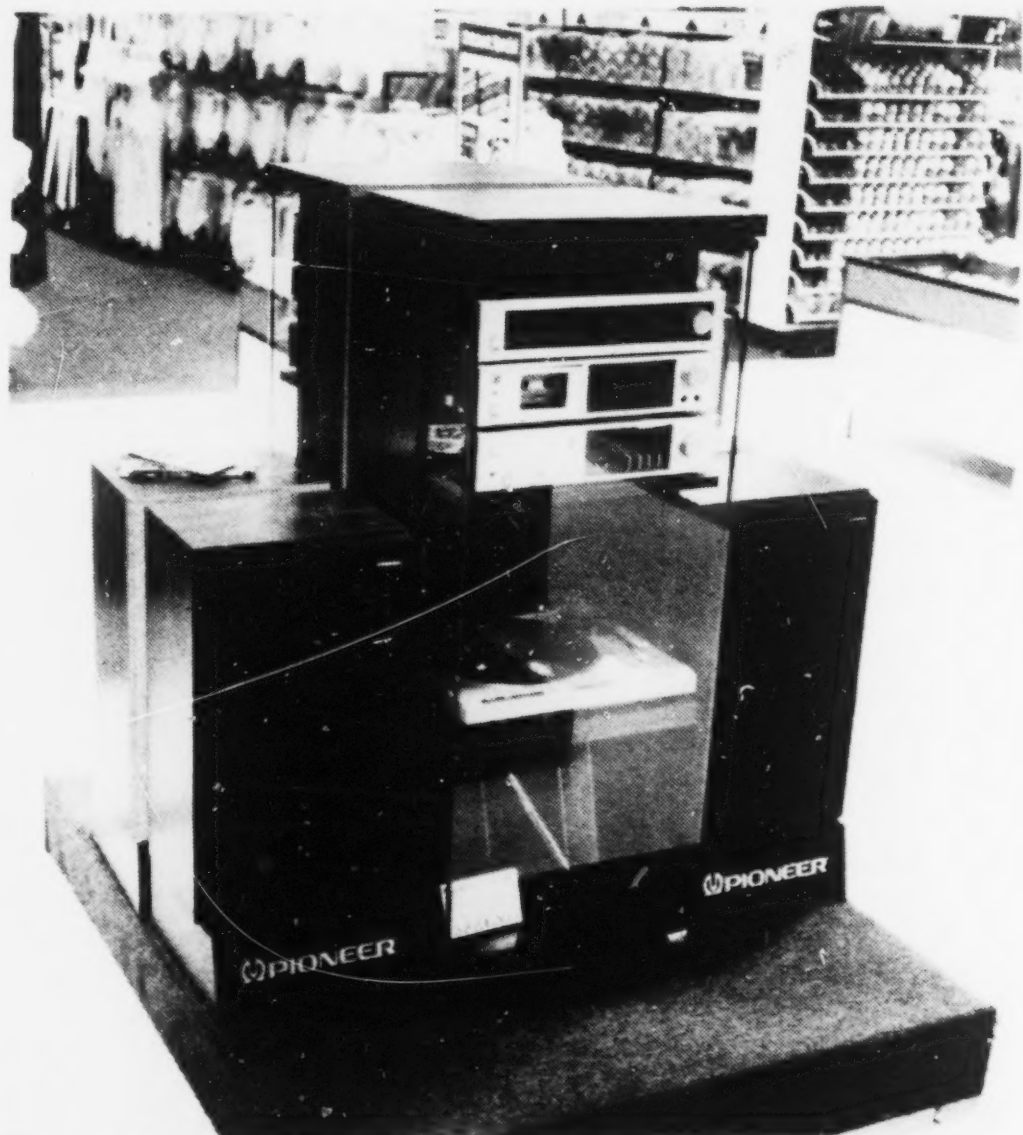
Sharp's LCD 8 Digit at \$7.27 regular retail was the top calculator in 1981, with 9,583 units being sold, while Sharp's solar calculator at \$11.72 ranked fifth.

GTE's Solitary II, with its low price tag of \$22.59, moved 1,444 units to rank first in telephone sales. In unit movement, ITT's \$22.80 basic white desk phone came in second with 1,176, followed by GTE's Flip phone II in almond, priced at \$37, with 772 units.

Although cordless phones didn't show up in the top 15 telephone listing, Henley said tremendous growth is expected in that category in late 1982 and early 1983.

"The entire telephone market is becoming very strong," said Henley. "More and more customers are now aware that they are paying for rentals. Instead of paying rent, they're saying they'd rather buy their own."

READ
CLASSIFIED ADS



Discounters like Wal-Mart look for a traded-up image in consumer electronics with the addition of prestigious lines like Pioneer. In Fayetteville, Ark., this system is selling for \$884. (DSN photo)

1981 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 71)				
BATTERIES/TAPES				
1	Duracell (case) D17F 24-D/32-C/48-9/46-AA	303	211.64	64,126.92
2	Memorex 3 90-min cassette	10,320	5.87	60,578.40
3	Duracell MN140082 C alk 2 pk	28,098	2.06	57,869.52
4	Certcon C 60/30 csstt bq 360-min	67,440	0.79	53,277.60
5	Duracell MN1604B 9Volt alk 1 pk	41,064	1.24	50,919.36
6	Duracell (32 ea) D15F D/C/AA 2 pk, 9V 1 pk	319	149.56	47,709.64
7	Duracell MN1300B2 D alk 2 pk	23,868	1.26	30,073.68
8	Duracell MN1500B4 AA alk 4 pk	15,486	1.89	29,268.54
9	Certcon C 90/3 cassette bag 3 90 min	15,496	1.36	21,074.56
10	Memorex 02313/04021 tape C 60	8,832	1.96	17,310.72
11	Duracell MN1500B2 AA alk 2 pk	16,944	1.02	17,282.88
12	Certcon C90/3HE hi-energy csstt	6,720	2.30	15,456.00
13	TDK VAT-120 VAS 2-4-6/hr cassette	910	14.74	13,413.40
PHONES				
1	GTE 72443 Solitary II	1,444	22.59	32,619.96
2	GTE 89421 Flip Phone II almond	772	37.01	29,034.92
3	ITT PC500 basic desk white	1,176	22.80	26,812.80
4	GTE 89422 Flip Phone II brwn	706	37.56	26,517.36
5	GTE 86422 Flip Phone brwn	703	35.15	24,710.45
6	ITT PC500 basic desk beige	775	25.08	19,437.00
7	ITT PC500 basic desk brown	730	24.62	17,972.60
8	ITT PC200 dial hndset white	501	34.91	17,489.91
9	ITT PC1301 Viva Red	504	25.78	12,993.12
10	ITT PC200 dial hndset beige	342	34.91	11,939.22
11	GTE 82119 Starlight	287	29.63	8,503.81
12	GTE 86417 Flip yellow	217	35.28	7,655.76

These consumer electronic figures for fiscal year 1981, supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, cover 500 stores, including 300 discount stores in the Midwest. Average retail prices reflect typical price points for discount stores.

THE LAST FEW MONTHS MAY HAVE CREATED MORE THAN THE USUAL DEMAND FOR OUR BAR-B-Q BLACK.

It's been a long hard winter. And nobody knows it better than the 61 million American families who own barbecue grills.

Come the first nice day of spring, a lot of them are going to be out looking for the best barbecue paint they can find.

With our special prepackaged display of Rust-Oleum Bar-B-Q Black standing in your lawn and patio department, you can be ready for the 8 out of 10 customers who own a barbecue grill.

You can also take advantage of our 5% advertising allowance to bring customers in.

And since three out of four dealers in a recent survey reported making high profits

per can with Rust-Oleum than with the other leading spray paint, you can be sure your efforts will be rewarded.

So if it's been an exceptionally bad winter in your part of the country, how fortunate for you.



RUST-OLEUM CORPORATION
11 Hawthorn Parkway • Vernon Hills, IL 60061

For details, see your Rust-Oleum sales representative, or write us, attention "Bar-B-Q Black."

SPORTING GOODS

8th Annual PMA

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
HUNTING AND AMMUNITION					
1	2	Remington 22LR ammo, thndrblt TB22	73,604	2.19	161,192.76
2	8	Remington dove-id S/G shell, bx DQ12-8	14,100	7.97	112,377.00
3	—	Remington 12 ga rifle slugs, SP12RS-5PK	26,038	3.80	98,944.40
4	—	Remington 2 3/4 express shell, bx SP12	6,920	11.68	80,825.60
5	—	Remington shot shell RS12-6	9,860	7.97	78,584.20
6	—	Remington 2 3/4 express shell SP12-7 1/2	7,772	7.67	59,611.24
7	7	Remington shot shell DP12-6	5,880	10.00	58,880.00
8	—	Remington 2 3/4 express shell SP20-5 bx	5,020	10.28	51,605.60
9	—	Remington 2 3/4 express shell SP20-6 bx	4,580	10.28	47,082.40
10	—	Remington 3" express shell SP4103-6 bx	4,300	9.65	41,495.00
11	—	Remington 2 3/4 express shell SP12-4 bx	3,280	11.68	38,310.40
12	—	Remington 3" express shell SP4103-7 1/2 box	3,840	9.65	37,056.00
13	—	Remington shot shell DP20-6	3,720	9.01	33,517.20
14	—	Remington H/S 22 short 1022 box	15,100	2.21	33,371.00
15	—	Remington H/S 22LR Hillw Pt 1622 bx	11,890	2.76	32,816.40

FISHING RODS, COMBOS					
1	15	Daiwa minicast kit MC2-38S	1,482	38.26	56,701.32
2	3	Zebco combo 202 reel w/2023 rod kit	2,718	14.11	38,350.98
3	2	Zebco combo 600 reel w/4060 rod kit	1,541	24.13	37,184.33
4	4	Zebco combo 404 reel w/4040 rod kit	1,835	18.64	34,204.40
5	5	Zebco combo 808 reel w/8965 rod kit	559	52.79	29,509.61
6	7	Zebco jr spincast rod/reel	2,148	12.68	27,236.64
7	1	Zebco combo 33 reel w/3366 rod kit	682	39.34	26,829.88
8	19	Oly spin combo 9/5-920/T6500	870	29.01	25,238.70
9	—	Daiwa kit spin combo 130RL/1312ACG	785	30.31	23,793.35
10	18	Oly spin-cast combo 1100RL/T2600	807	29.01	23,411.07
11	—	Shake Ugly stick spin rod SP1100-6'6"	378	53.59	20,257.02
12	—	Johnson century combo set 1155	562	34.61	19,450.82
13	—	Shake Ugly stick cast rod BC1101-5'6"	323	53.59	17,309.57
14	12	Zebco travel pack 600/4pc rod 2795	430	31.35	13,480.50
15	—	Daiwa PMC spn-cst cmb 20/BRL/1630	313	38.26	11,975.38

1981 \$ Rank	1980 \$ Rank	Item	Unit Movement	Average \$ Retail	Total \$ Movement
COLEMAN					
1	3	Gallon fuel	16,734	4.28	71,621.52
2	1	Double mantle lantern 220K195	1,362	29.37	40,001.94
3	—	16.402 Propane fuel	8,387	2.79	23,399.73
4	4	Silk mantle 21A	32,750	0.63	20,632.50
5	8	Lantern 275-710	381	35.39	13,483.59
6	2	2 Burner stove 425E499	366	32.74	11,982.84
7	—	2 Burner stove 413H499	245	44.55	10,914.75
8	10	Propane lantern 5114C700	376	22.31	8,388.56
9	—	Poly cooler 48 qt	252	30.45	7,673.40
10	—	Poly cooler 34 qt	436	17.40	7,586.40
11	13	Cooler 56 qt	190	38.60	7,334.00
12	12	Cooler 44 qt	190	34.76	6,604.40
13	—	Clear globe for 220	2,584	2.52	6,511.68
14	—	Poly cooler 10 gal	228	24.46	5,576.88
15	—	Propane stove economy 5400A700	133	39.62	5,269.46

MISCELLANEOUS					
1	—	Crosman BB/177 rifle 570/760	1,085	46.34	50,278.90
2	—	Crosman pump pistol BB/177 1377	990	47.92	47,440.80
3	—	Kidde Fireaway extinguisher 1A10BC	2,658	17.31	46,009.98
4	—	Kidde Fireaway extinguisher 108C	3,597	11.87	42,696.39
5	—	Kidde Fireaway extinguisher 2A40BC	1,006	31.06	31,246.36
6	—	Daisy BB/177 pump rifle	498	47.01	23,410.98
7	—	Daisy BB/177 cal co-2 pistol 1200	731	31.16	22,777.96
8	—	Crosman powerlet 231/PD 5-per-bx	8,386	2.67	22,390.62
9	—	Crosman 177 cal gas revolver 38T	438	49.05	21,483.90
10	1	Spalding Larry Bird bsktbl 61-258	1,254	16.42	20,465.28
11	2	Spalding Magic Jhnsn bsktbl 61-268	1,326	14.31	18,975.06
12	—	Crosman super BB's milk carton	10,932	1.70	18,584.40
13	—	Daisy pump BB/177 rifle	589	31.43	18,512.27
14	—	Crosman BB/177 pellet rifle 5766/766	295	55.64	16,413.80
15	—	Marks pistol 177/BB/Dart 1010	866	16.15	13,985.90

(Continued on page 77)



Orders For Fish Gear Stream In

Last year was an erratic one for sporting goods.

According to Jim Sylvester, sporting goods buyer for Stem Distributing, a division of Cook United, Maple Heights, Ohio, sales during the year bounced up and down, even among historically strong areas like fishing.

Sylvester predicts sales will level out—at higher plateaus—in 1982.

But last year it was only the hunting and ammunition category which made substantial headway over 1980's figures, and in the case of ammunition, Sylvester admits he's hard pressed to explain why.

"I guess people are using their rifles for more than just sport," he suggested. "They may be hunting for food today as well."

The Remington 22LR Ammo Thunderbolt TB22 led the category with a total dollar movement of \$161,192.76, nearly a 300% increase over 1980's figure of \$55,706. Interestingly, the item rose to the top of the chart, despite a substantial price increase from \$1.61 in 1980 to \$2.19 last year.

Upward Spiral

A somewhat distant second was Remington's Dove-load shotgun shells, but this item, too, showed a large increase over the previous annual PMA ranking. The runner-up had a total dollar movement of \$112,377.00 as compared to 1980's total of \$26,985. As was the case with the top finisher, Remington also increased the price of the shotgun shells. Retail prices ran almost \$2 higher than in 1980.

The popularity of the more widely known Remington products pushed other strong sellers off the top 15 chart.

The Daisy Pal BB Gun Repeater, a favorite first gun for beginners, didn't appear on the latest chart, although it did fare well in 1980.

The Daisy Giant Pack BB shot ammunition also was an up-and-coming item, as it benefited from tie-in sales with the BB gun orders. The Daisy BB Six Gun pistol was also popular throughout the year, after being featured in many discounters' 1980 Christmas promotions.

The remainder of the hunting and ammunition category was totally dominated by Remington. For the first time in many years, all of the category's top movers were specialized types of ammunition.

For 1982, Sylvester expects a marked improvement overall in sporting goods, but particularly in the camping and fishing categories.

"The camping category is growing every year, and we ex-

(Continued on page 77)

Arvin Heat Stream® Fireplace Heat Exchangers always get a warm welcome.

These energy savers give you more sales and profits, because they give your customers more heat from their fireplaces.

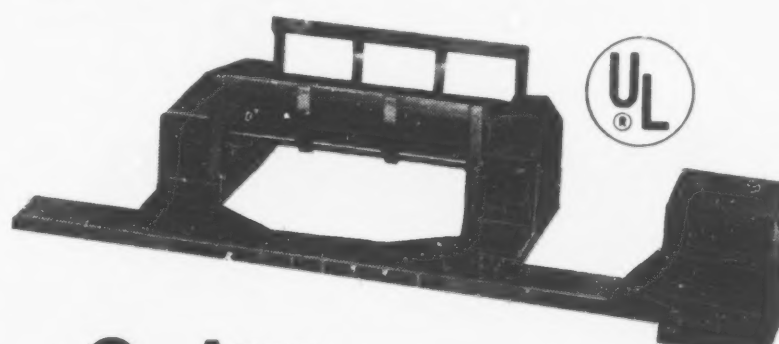
It makes sense for your customers and dollars for you. The Arvin Heat Stream Fireplace Heat Exchanger captures wasted fireplace heat and circulates it into the room, not up the chimney.

Arvin's exclusive electronic control senses the heat available in the fireplace and automatically adjusts blower speed for more efficient warming. Delivers up to 17,000 BTUs of heat to a room. Up to 55,000 BTUs when glass fireplace enclosure is used with doors closed.* There's an Arvin Heat Stream, too, with a two-speed blower and without electronic control.

With either model, Arvin Heat Stream accessories assure installation that fits most types of fireplace enclosures. Duct extensions allow use in wider fireplaces. Adjustment legs make sure the ducts are at hearth level.

As energy costs keep climbing, so will the demand for the Arvin Heat Stream.

*Independent laboratory tests based on a burn rate of 26 lbs. of wood per hour.



Consumer Housewares Division
Arvin Industries, Inc.
Columbus, Indiana 47201 • (812) 372-7271

Heat Stream
Fireplace Heat Exchanger



Look to Arvin for Energy-Saving Home Comfort that Sells.

SPORTING GOODS

8th Annual PMA



Fish Gear

(Continued from page 74)

pect strong surges in the late spring, early summer and Labor Day periods when many of our customers will be seeking to fill out their assortments to ensure strong sales," he said.

The buyer was even more optimistic about the fishing category, stating all indications show 1982 will be a "bang-up year." Orders so far this year have been coming in "like gangbusters," according to Sylvester, and if the early spring weather cooperates it should be a very strong year.

Last year, Sylvester said, the pipeline shrank, and that won't change much this year. "Consumers cut back on their spending on leisure-time activities, and discounters cut back on their orders," the buyer explained.

As a result, manufacturers reduced production, so that even when a hole appeared on someone's shelves, goods were hard to get.

"There's no such thing as a rush order any more. I used to be able to get an order shipped to me two or three days after I placed it; now it's more like 30 days," he said.

Increased Sales

In fishing, an early spring and mild weather pushed stores' orders slightly higher than a year ago. The buyer attributed the plus business to consumer interest, and not new products: "There are so many rods and reels already on retailers' shelves, and most product changes today are cosmetic."

Another development that hurt fishing sales in 1981 was across-the-board vendor price hikes which raised wholesale costs 7% to 10%. This, coupled with slackening consumer interest in lower-cost combination rod and reel sets, made fishing a less than exceptional category during 1981.

In years past, particularly 1980, combination sets carved out a big percentage of the total fishing gear market.

A look at the chart shows higher-ticket rod and reel combos occupying three of the top 10 places, headed by Daiwa's minicast kit, up from 15th place in 1980 to the top spot this year. The item represented \$56,701.32 in retail sales, as compared to only \$12,170 in 1980. The fifth-place finisher, holding from last year, was the highest-ticket item on the chart, Zebco's combo 808 reel with 8965 rod kit at \$52.79. The distributor sold 559 units during the year.

Reprint Info

For volume reprint orders at a reduced price, please contact Peter Sulich, promotion manager, Select-Info., Lebhar Friedman Inc., 425 Park Ave., New York, N.Y. 10022, tel.: 212-371-9400, ext. 331.

1981 \$ Rank	Items	Unit Movement	Average \$ Retail	Total \$ Movement
(Continued from page 74)				
FISHING REELS				
1	Daiwa bait cast reel 3RM	1,034	52.98	54,781.32
2	Daiwa spin reel 1300c-BP	1,230	28.83	35,460.90
3	Daiwa spin cast reel 210RL-BP	1,150	21.85	25,127.50
4	Zebco spin cast reel 33CP	768	23.47	18,024.96
5	Daiwa regal spin reel	377	40.72	15,351.44
6	Shake sigma spin reel 2200-030	305	44.57	13,593.85
7	Daiwa Baitcast reel hi-speed PL100	152	69.51	10,565.52
8	Daiwa spin cast reel silver 212RL	298	30.64	9,130.72
9	Zebco spin cast reel 2020CP	307	27.49	8,439.43
10	Zebco spin cast reel 600CP	556	14.98	8,328.88

Sporting goods PMA figures, covering the calendar year 1981, were supplied by Stern Distributing, a division of Cook United, Maple Heights, Ohio. The firm services 600 stores, including 480 discount stores, in 35 states. Average retail prices reflect typical price points for discount clients.

Sound Installation An Early Success

SAN DIEGO—FedMart has successfully added autosound installation capabilities to the 48 units that have tire, battery and accessory service centers (TBA's).

Some 90 FedMart employees have undergone auto sound installation training since the program was first tested a year ago.

"When we first proposed the

idea of having our own people install the car stereo components, many of our store personnel were a bit apprehensive, but after the training we received a 99% favorable response," said Jerry Amiss, operating director of automotives.

Fees are based on the number of additional speakers installed along with the basic in-dash unit.



This Zody's in Stockton, Calif., uses its unique show-and-tell technique in sporting goods to spur sales of summertime merchandise. Most gondolas are dressed with sample items. (DSN photo)

BARCLAY has it all



...including stock-outs!

- Barclay has put the pleasure back in smoking for millions. Already it's among the nation's top twenty selling brands.
- But, wholesale and retail stock-outs have been far too common. And that costs us all.
- The Barclay revolution goes on and on. Don't let it pass you by. Revise your order bases to keep up with the increasing demand for Barclay.



The pleasure is back.
99% tar free.™

Our business is helping yours.

BROWN & WILLIAMSON TOBACCO CORPORATION

Use GMROI Criterion to Highlight Profit Factor

By STEPHANIE M. SHERN
Partner, Arthur Young & Company

The retail industry faces continuing challenges as we move further into the 1980's. The unpredictable economic environment, fluctuating interest rates, variable consumer buying habits, and continuing inflation force the retailer to give greater attention to improving efficiency, analyzing costs, and rethinking marketing policies. One area of major concern is the productivity of inventory. More than ever before, the retailer must now place a greater emphasis on where the dollars are allocated for inventory, in addition to the amount allocated.



Retailers must confront new pressures on inventory, as high interest rates and inventory carrying charges are having a greater impact on company profits.

This article, the first in a series on inventory management, covers a relatively new productivity factor that facilitates the decisions governing inventory planning.

Fundamentally, the retailer must have inventory on hand in order to achieve a desired level of sales. But how much inventory is required to produce this level of sales? And, can this investment in inventory be utilized more profitably in a different product classification? After management arrives at an initial sales plan, decisions on inventory will follow.

Retailers have used turnover, stock-to-sales, weeks of on-hand supply, and various other ratios to develop inventory plans. Usually these are compared with historical industry and/or company data for acceptability.

In analyzing these ratios, management hasn't been able to focus on the impact of inventory on the bottom line because ratios deal only with inventory and sales, without considering gross margin, contribution and profit. Thus, management could not determine the efficiency of the inventory allocation in relation to the bottom line.

Today, a different ratio is being utilized. It combines gross margin, sales and inventory factors. Called Gross Margin Return on Investment (GMROI), it represents the number of gross profit dollars returned for each \$1 investment at cost. This method adds a measure of profitability analysis to the inventory investment.

GMRÖI can be calculated as follows:

$$\text{GMROI} = \frac{\text{Gross Margin Dollars}}{\text{Net Sales}} \times \frac{\text{Net Sales}}{\text{Cost of Average Inventory}}$$

In the past, turnover alone was the common performance measure used to determine inventory productivity. The basic premise was that a faster turnover led to greater profitability.

Adding gross margin to this ratio, however, gives management a new tool that aids in the decision making process and can be used as a composite performance measure for *diverse product classifications*. For example, when comparing the turnover rate alone for diverse product classifications such as dresses and jewelry, dresses will usually have the faster turnover rate.

Should management decide to increase the dollars allocated for dresses as opposed to jewelry? Possibly, but when GMROI is used, jewelry will usually

generate a greater amount of profit for each dollar invested. The retailer now has additional decisions to make.

Faster turning lines of merchandise aren't necessarily more profitable. This kind of consideration can lead to a more balanced inventory that will positively affect the bottom line.

The GMROI technique isn't confined to any one level of the organization and can be used to make inventory decisions for the company, divisions, departments or product classifications. It can also help management decide inventory levels within stores. Improved computer technology enables retailers to collect the necessary data for this decision-making tool.

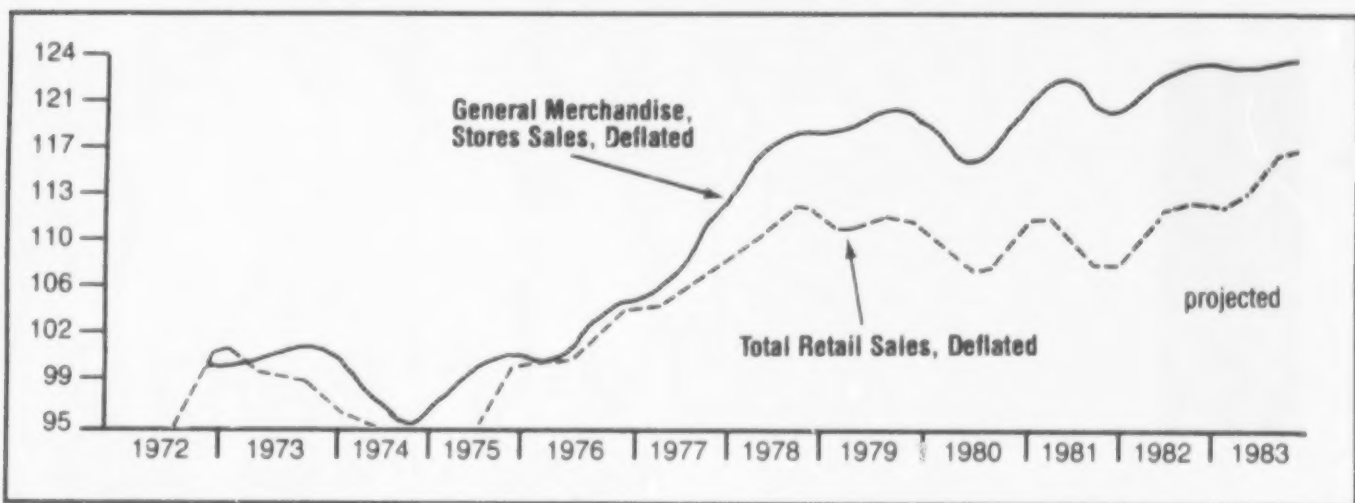
"Real world" pressures of company image, however, prevent the retailer from using this tool as the sole determinant of inventory management.

Granted that GMROI cannot be the only basis for inventory management. Nonetheless, it does offer retailers the opportunity to consider profit—side by side with turnover and other factors—in making crucial decisions about their inventories. Thus, GMROI is a valuable technique, not only for the management of inventory, but also for the development of a more profitable business.

Stephanie Shern, C.P.A., is a former chairman of the New York State Society of Certified Accountants retail accounting committee, for which she has conducted various seminars, and is a member of the board of the Metropolitan (New York) Retail Financial Executives Association. She is also a member of the National Mass Retailing Institute, the National Retail Merchants Association and the American Institute of Certified Public Accountants.

Econocycle

Discount Stores Head For Mixed 2nd-Quarter Results

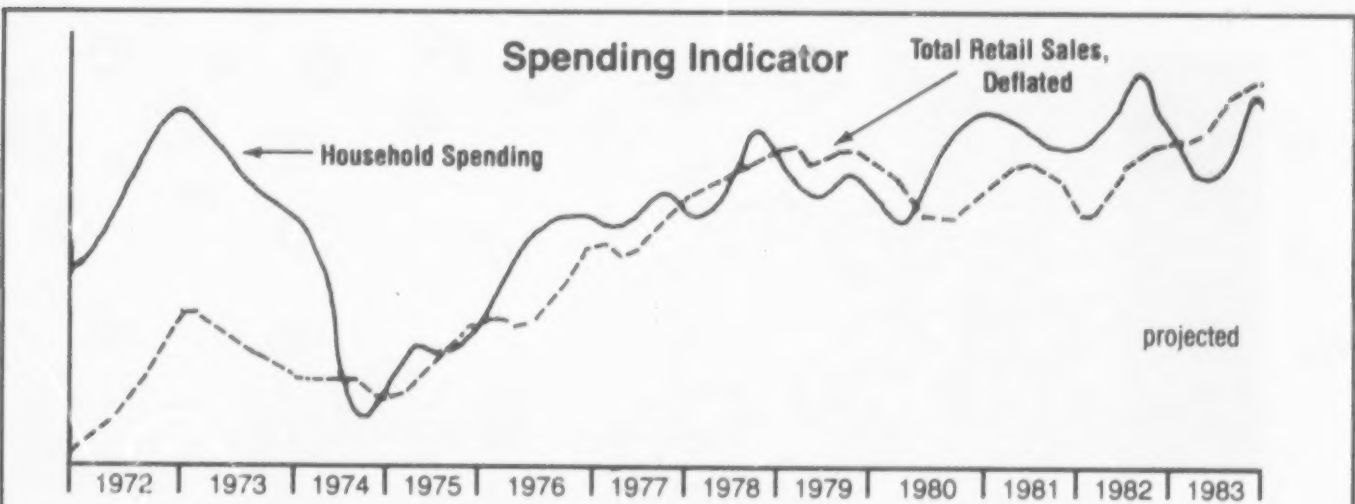


Even though general retailing is on a comeback trail and is projected to pick up momentum each month through the balance of the year, the L/F spending indicator (below) continues to project a lower and slower trendline for consumer purchasing through the balance of 1982.

Over the next three months, in fact, the spending indicator will continue to slip compared with retail sales trends.

When first-quarter sales are finally tallied, they should show a decline of 3% vs. the same period last year. This figure should be reduced by half in the second period, Econocycle projects, as

General Merchandise/Discount											
Sales Change By Quarter								12-Month % Change			
	'81 1Q %	'81 2Q %	'81 3Q %	'81 4Q %	'82* 1Q %	'82* 2Q %	'82* 3Q %	'82* 4Q %	'80 %	'81 %	'82* %
Sales include inflation	7.9	12.5	9.5	6.3	3.6	3.3	7.5	9.9	5.9	9.0	6.1
Real sales (deflated)*	0.9	5.8	3.2	0.9	-1.2	-1.2	2.8	3.9	-1.5	2.7	1.1
Base = Dec. 1981 Sales											
*Projected											



key sectors of the retail economy begin to heat up and post regular increases again.

The recovery rate will hinge on how well the consumer reacts to the spring thaw around the country. Still an uncertain factor will be the size and length of the expected spending spree unleashed by tax rebates this month, most top retailers admit.

The L/F Econocycle forecast is for a marginal sales gain for discount stores in May, although the signals through the current quarter continue to be mixed.

Generally, discounters are showing a trend line similar to the general retail direction. The general merchandise/discount industry should continue to improve going into the third quar-

ter, but at a slower pace than overall retailing, L/F's computer model projects.

The real concern is the growing gap between the spending indicator and retail trends.

For now, only a handful of key retail industries appears to be shaking the slowdown virus that took hold of the retail economy late last year.

- Restaurants and fast-food units are posting steady, marginal gains—but appear to be headed toward solid third-quarter results.
- Drug stores are also moving along the same path as general retailing.
- Apparel specialty stores are set for a solid first half—but may be heading for a flat final six months.

Year	General Merchandise, Stores Sales, Deflated	Apparel, deflated	Retail sales of food stores, deflated
1972	98	98	98
1973	99	101	97
1974	98	102	98
1975	105	99	99
1976	107	100	100
1977	109	102	102
1978	127	114	106
1979	123	119	114
1980	121	114	110
1981	124	117	114
1982	124	119	114 (projected)
1983	124	120	116 (projected)

About Econocycle

The source for the L/F Econocycle index is the Econostat Applied Economic Research Unit of The Hague, Holland. This unit consults for Government and major corporations on three continents. Its projection techniques are based on the Econocycle System, a computerized system designed by the Econostat team of economists.

Because of the changing pace of inflation in the United States, retail sales figures in the L/F Econocycle projections have been adjusted to take account of inflation. All statistics are shown in *real* terms. The charts (above, facing) represent the trend cycle. The data has been seasonally adjusted and smoothed—and is updated each month. Source for current sales and the deflator series is the U.S. Dept. of Commerce.

Where an *Index Base* is indicated, all data is converted to index numbers, starting from a common base (= 100) in order to establish meaningful performance comparisons.

Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

VOL. 21, NO. 9

Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc.

\$2 a copy
MAY 3, 1982



Robert Mandel, president of KDT, is looking toward the second half to bring King's/Barkers around. (DSN photo)

King's/Barkers Problem Still 'Do-able': Mandel

By ROBERT Z. CHEW

BRONX, N.Y.—When he decided to take the job the first two words out of Robert Mandel were, "It's do-able."

Those two words said quite a bit about the soft-spoken, gray-haired gentleman who splits his time between KDT Industries offices here and in New-

ton, Mass.

Mandel's hair may be a little grayer now than it was when he made that confident proclamation and took on the job as president of KDT, operator of 181 King's/Barkers discount stores, in January.

(Continued on page 27)

K mart 'Out-Images' Target in Indy Race

DSN Staff Report

INDIANAPOLIS—K mart is still king of the hill here.

Eighteen months after Target invaded this midwestern market, K mart maintained its strong hold on Indianapolis because shoppers continued to perceive the industry giant as offering the lowest prices.

In addition, consumers targeted K mart as offering better quality merchandise than its Minneapolis-based competitor.

The end result is the consumers picked K mart almost two to one over Target as the one store they would go to if they could only shop one store.

Those are some of the findings in DSN's third survey of

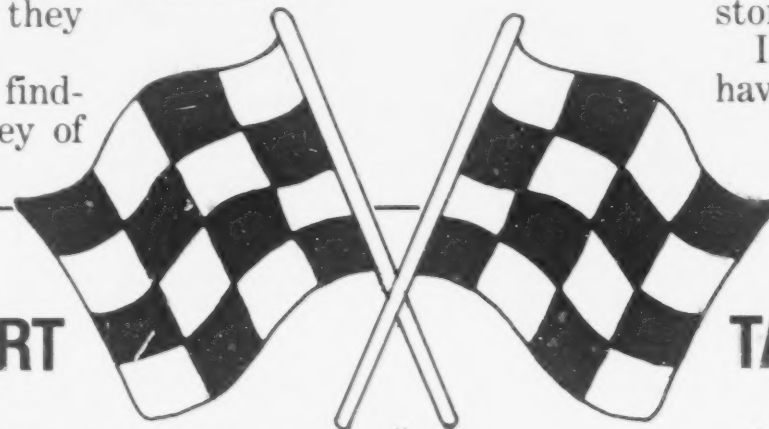
Indianapolis consumer attitudes. The study was carried out in March and followed similar inquiries made in February 1981—when Target was new in town and Ayr-Way was under its old logo—and then again in July, after Target had finished refurbishing and re-naming its acquired Ayr-Way.

K mart, overall, has maintained its image among shoppers much better than Target as evidenced by both the rankings in the three DSN surveys and in comments offered by customers.

The two pivotal findings are: (a) the recession has intensified the importance of price as a consumer consideration as to where to shop, with K mart's strength continuing to be its low price image and, (b) quality of merchandise has become more important as an indication of value, and here, for the first time, Indianapolis shoppers rated K mart higher.

K mart, in fact, has a core of loyal customers who shop the chain in preference to other retailers, while Target consumers are as likely to shop other stores.

In addition, Target seems to have failed to build on the Ayr- (Continued on page 16)



K MART			TARGET		
Criteria	Shoppers' Rating of Store Performance (a)	Importance to Shoppers (b)	Criteria	Shoppers' Rating of Store Performance (a)	Importance to Shoppers (b)
Store Appearance	8.53	5	Low Prices	8.71	1
Convenient Location	8.35	4	Store Appearance	8.12	6
Low Prices	7.38	3	Convenient Location	8.12	4
In Stock	7.31	2	Mdse. Quality	7.50	2
Helpful Clerks	6.73	6	In Stock	7.14	3
Mdse. Quality	5.85	1	Helpful Clerks	5.81	5

(a) Shoppers ranked each chain on six criteria, using 10 as the highest score. (b) Shoppers then ranked each criterion as it was important to them, with 1 as the highest score. (Source: DSN research)

Target customers view merchandise quality as the most important criterion in judging where to shop but rated the discounter lowest for this factor. Price is the most important consideration for K mart shoppers and the discounter received its highest rating for this criterion. (DSN research)

FedMart Tells Employees: Dissolution of Chain Near

SAN DIEGO—FedMart is a step closer to going out of business.

Jan Heydorn, president of the 51-unit chain, put chain workers on notice, at DSN's presstime, that the end was near.

In a confidential letter sent to key employees, Heydorn advised them the board of directors was now moving to dissolve the company.

He told employees a final decision would be made within the next few weeks.

Among the decisions the board is reportedly considering is selling the company's stores—only California and a few Arizona, Texas and New Mexico units remain in the once-powerful Southwestern chain's four-state domain—as a block, or liquidating them and selling them in smaller parcels.

Dayton Hudson is reportedly talking to the West Coast retailer on behalf of its Target and Mervyn's divisions (DSN, April 5) and sources say Federated Department Stores' Ralphs supermarket chain has now become an active bidder for the

stores.

Also, Vons supermarkets, El Monte, Calif., is known to be negotiating for FedMart's 370,000-sq.-ft. warehouse and distribution center on Miramar Road in San Diego.

Executives at the chains couldn't be reached for comment.

Heydorn's letter counseled the notified employees to remain with the organization until the final disposition of the stores has been made.

The benefit of remaining, he wrote, would include severance pay equal to one week's pay for each full year of FedMart employment; an incentive bonus up to \$5,000; all accrued vacation pay, and continued benefit protection until three months after termination or upon new employment, whichever comes first.

Heydorn also sent a letter to the chain's vendors.

The confidential letter to employees said, among other things, that "FedMart is considering all possible alternatives, including liquidation and (Continued on page 26)

Jeans Suit Is Patched Up By K mart, Englishtown

NEW YORK—K mart and Englishtown Sportswear, manufacturer of Sergio Valente jeans, have mended their legal fences.

After bringing suit accusing the discounter of selling Sergio Valente jeans that were "either counterfeit or stolen," Englishtown was ultimately convinced K mart obtained the merchandise in a legitimate manner. Englishtown's civil suit against K mart was dropped without going to trial; no settlement was involved.

The dispute was resolved when an independent outside attorney reviewed the documentation submitted in the case. His scrutiny of the evidence resulted in a written affidavit verifying that the jeans in question were neither counterfeit nor stolen but purchased by K mart through legitimate channels. Englishtown accepted this verification, bringing

the suit to a close.

Englishtown's case originated from the theft of a large quantity of Sergio Valente merchandise from its New York City warehouse in the fall of 1980.

The suit alleged that in January and February 1981, K mart advertised Sergio Valente jeans in its Massachusetts stores at an unreasonably low price.

Claiming Englishtown never sold Sergio Valente jeans to K mart, the manufacturer demanded the discounter reveal its source of supply to demonstrate that the jeans weren't counterfeit or stolen goods.

K mart claimed it purchased the merchandise from a vendor—a jeans diverter—who, in turn, bought them from a retailer.

But, the discounter refused to divulge the names of its suppliers. (Continued on page 21)

Digest

May 3, 1982

HOUSEWARES

• Discounters waited to see how air cleaners fared during the first quarter and now are set to give the category its head. (p. 11)

H&BA

• Chains grapple with an over-the-counter specialty category: cortisone cremes. (p. 13)

HARDWARE

• Blister-packed plumbing products gain momentum—and space. (p. 17)

Index

Catalog Showrm. News ... 8
Classified ... 24-26
Editorial ... 6
Specialty Discounters ... 8

Spring Biz Gains Ease After Big February

Nationwide DSN Report

Early April storms helped to dampen Easter sales in much of the industry, but discounters overall reported a moderate spring of middle-to-high single-digit volume gains.

For most, first-quarter results will be the product of a strong February with double-digit gains, a much weaker March performance with growth dropping off nearly 10% in some cases, and an in-between April.

K mart chairman Bernard Fauber said the chain expects an improving economy during the latter half of 1982, but "in the nearer term, we anticipate a continuing difficult and highly competitive economic environment."

At the nine-week mark, K mart's sales of \$2.3 billion were 8.8% ahead of year-before sales of \$2.1 billion for the period. This was achieved on a 12% February gain and a 6.7% gain in March.

Some observers feel February's performance was bolstered by stiff markdowns of winter merchandise at K mart. In his monthly report Morgan

Stanley analyst Walter Loeb noted: "Our forecast for K mart's first-half fiscal 1982 income is gloomy. We look for a major profit setback in the February-April span and a flat earnings performance in the following period."

No. 2 volume chain Woolco is in the midst of massive changes, including a remake of management and store closings, as parent F. W. Woolworth seeks to break it out into a separate division from Woolworth variety stores. Sales at all domestic divisions of F. W. Woolworth showed a gain of only 0.5% for the first nine weeks of the year.

The spring is bringing pleasant surprises for some chains.

At Venture's parent May Department Stores, a spokesman commented sales were "ahead of anticipated levels" at Venture. At Richway's and Gold Circle's parent Federated Department Stores a spokesman said those chains were running "somewhat ahead of expectations."

After the first nine weeks, Venture was showing a 12.6% sales gain (13% store-for-store) after a 16.1% increase from the

year before during March and a 6.9% gain in February.

Richway and Gold Circle, which compose the mass merchandising division of Federated, were ahead of last year by 19.5% after the first nine weeks. The chains' combined volume was up 24.8% in March, after a weaker February.

Many chains have set plans for low double-digit increases for the year, though they see business at least through the first half as a repeat of last year.

"We set up an aggressive plan for the year, but people are treating it like last year and you'll have to fight for the business," a Pamida spokesman said. That chain planned for a sales increase of 10%, and was up slightly as the end of the first quarter drew near. Early April results were ahead, as February had been, though March sales had run slightly behind 1981 volume.

At ALCO, a spokesman said the chain looks for "a moderate first half," including a volume increase near 6% for the first quarter. "We had an 8.5% increase for February and 6.2% increase for March, and we

1982 Sales (Millions)

Chain	First Nine Weeks 1982	First Nine Weeks 1981	% Gain
K mart	\$2,281	\$2,097	8.8
Wal-Mart	414.0	264.0	57.0
Zayre*	275.9	234.3	17.8
Venture	92.0	81.7	12.6
Murphy's Mart	82.1	68.9	19.1
Heck's	46.4	36.7	26.5
Gold Circle/Richway**	99.8	83.5	19.5
Jamesway	39.2	35.9	9.1

*includes specialty store volume.

**Mass merchandising division, Federated Department Stores.

think performance will stay around those numbers." Early reports showed Easter volume relatively flat compared to 1981, but the spokesman noted last April was very strong with a 23% increase from the previous year.

At other medium-sized regional chains, Jamesway went ahead of last year by 9.1% after the first nine weeks, following a 17.8% gain in February and a 4.3% gain in March.

Heck's volume was up 26.5% after the first nine weeks, though the gain included volume from 14 new stores which were takeovers from Mr. Wiggs. The February gain was 36.2% and the March increase totaled 20%.

Some of the country's largest discounters are having a strong spring, though total results were boosted by year-to-year changes, in some instances.

(Continued on page 7)

Murphy's Mart Ups Dominance of Parent

McKEESPORT, Pa.—Murphy's Mart has strengthened its status as the dominant retail arm of parent G. C. Murphy by continuing to show strong sales gains that have overcome declines in other operations.

The parent company reported a 50.7% drop in net income and a small 1.8% sales increase in the fiscal year ended Jan. 28; the discount arm's volume went up 7.1%, countering a 5.5% drop in sales from variety and bargain stores.

In the two-month period, the discount stores registered a 19.1% volume gain, overcoming a 4.9% drop from other operations, to boost the parent company's sales 9%.

In the fiscal year, Murphy's Mart sales went to \$495,735,000 vs. \$463,031,000 in the period last year. The discount stores' share of total sales went to 60.6% from 57.6%.

Total G. C. Murphy fiscal year sales were flat, going from \$803,699,000 to \$817,823,000.

Volume from the nondiscount retail operations dropped to \$322,097,000 from \$430,668,000.

Net income in the fiscal year plunged 50.7% to \$8,628,000 from \$17,489,000. Chief executive officer Charles H. Lytle blamed both the recession and unexpected high inventory shortages.

The economy, he said, "had made sales increases difficult to achieve and also adversely affected the company's efforts to improve gross profit margins."

He added "although shortage accruals had been increased in response to a sampling of mid-year inventories, year-end physical inventories resulted in actual shortages much greater than projected."

In the five weeks ended April 1, the discount store operation had \$50,764,000 in sales, up 21.4% from \$41,833,000 to help boost the parent's overall volume to \$78,265,000, a gain of 11.6% from \$70,104,000.

Fishers Big Wheel Takes Over Jewelry, Breaks Out CE Dept.

NEW CASTLE, Pa.—Fishers Big Wheel is looking to be jewel chain volume in 1982 with the takeover of its leased jewelry sections and the breakout of a new consumer electronics department.

The 68-unit discounter has assumed control of its jewelry departments, formerly operated by American Novelty Co./Scharf Jewelry. With the move, the discounter is plunging itself not only into the gem business, but into consumer electronics as well. The lessee formerly supplied the chain with costume jewelry, watches and clocks, as well as consumer electronics: radios, calculators, tape recorders and small box stereo components.

According to Homer Helter, vp sales and marketing, Fishers expects its new consumer electronics department—with expanded lines and traded-up price points—to produce at least 2% of next year's volume,

which is comparable to what the entire leased jewelry department contributed to 1981's gross volume. "Jewelry will be over and above that," said Helter.

Although final merchandising strategies for the chain's new offspring are not complete, Helter said major emphasis will go to consumer electronics.

"Electronics was our weakest area, because the lessee wasn't in a full program," said Helter.

He envisions Fishers' new department as "comparable to programs of most mass merchandisers." Where the lessee topped off at \$200, Fishers will trade up to at least \$300 in stereo components, he said.

Also combined with consumer electronics will be video games, currently merchandised in toys. Here, the chain plans to expand its selection from strictly Atari to other ven-

(Continued on page 21)

Great Balls of Fire! Jefferson/Ward Eyes World's Fair Souvenir Bonanza

KNOXVILLE, Tenn.—The outpouring of memorabilia for the current World's Fair here will be sold all over the Knoxville area . . . the fair grounds, the airport, and, certainly, in the retail stores.

Competition will be stiff, but Jefferson/Ward, with one unit in the market, is ready. A World's Fair Souvenir Shop was installed back in November.

The retail area, which consists of three rounders for T-shirts and a 4-by-4-ft. shelved tower for hard lines, has prime real estate at the front entrance of the store.

An overhead sign carrying the World's Fair Ball-of-Fire logo identifies the shop, and a full-sheet sign at the store's entrance announces Jefferson/Ward as the World's Fair Souvenir Headquarters.

At the Fair itself, a Sun-sphere tower, topped by a giant glass globe made with 24-karat gold, glitters and soars over the site of

Knoxville's 1982 World's Fair, the first since Spokane's Expo in 1974. The Fair opened May 1 for a six-month run.

The People's Republic of China is here with a pavilion, the first time the Chinese have participated in such an event. Nineteen other countries are also exhibiting, and the \$21 million United States pavilion is the biggest, most expensive of them all.

Jefferson/Ward store manager, Wayne Dorster, said the shop was put in place last November knowing early sales would come from local shoppers. Sales have been good, with T-shirts, as expected, the biggest seller.

The shop is carrying T-shirts for children and adults, priced up to \$10. They have been reordered more than once.

Dorster said the shop has contained a wide variety of World's Fair merchandise since its opening, but the hard lines,

such as mugs and glassware, weren't expected to move in quantity until the Fair opened and out-of-towners started coming in.

The souvenir assortment is being kept to items selling for under \$10. Dorster expects the top seller to be the Koozie holder, a styrofoam holder for soft drinks and beer.

Dollar inventory investment has been kept to a minimum until "the big question"—how much sales potential the opening of the Fair will mean—is answered.

According to Dorster, stock levels can be kept down because most of the licensees, regardless of their home base, opened facilities to maintain inventory in Knoxville, ready for quick delivery.

"Our only problem," said Dorster, "would be if the whole thing went wild; then everybody, including the licensees, would be out of stock."

(Continued on page 27)



Previous World's Fairs unveiled the Eiffel Tower, the Space Needle and the Statue of Liberty. Knoxville's entry is its totem structure, this 266-ft.-high Sunsphere with its 24K gold dust glass globe.

(Courtesy of National Home Center News)